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DECEMBER, 1940

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R. M. Hodges

This new writer, after working with me only a few months, reports: "Your latest check for the second sale you have made for me to *Esquire* so soon is tremendously stimulating." In addition, he has been developed into a regular contributor to several other good markets.



John Sheehan

With shorts and serials regularly in five markets he says! "Thirty checks since the first of the year—every one at two cents or better! So far my sales record is perfect—100% from the start of our association, thanks to your help and guidance."

Two examples of what I have done for new writers this year challenges you at the left. For other clients who had never appeared in any "slick" I have during 1940 made first sales to *The Saturday Evening Post*, *Ladies Home Journal*, *Liberty*, *Collier's*, *Esquire*, right down the line through such specialized smoothpaper markets as *American Legion*, *Columbia*, *Rotarian*, *True Confessions*, *Golf*, *American Boy*, *True Detective* and *Screen Life*. I have put others into leading pulps including *Adventure*, *Detective Story*, *Argosy*, *Love Story*, *Five Novels*: I've put across first serials, both smooth-paper and pulp—and many a beginner has, this year, received his first check of any kind as a result of my help.

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I have sold with considerable success to lesser publications recently. In three cases, my personal efforts to collect have been unsuccessful. One account is owed me by a New York magazine, another by a Chicago publication, and a third by a Boston outfit. How can I obtain professional collection service in these cities?—S. T. M., Ohio.

Maurice Kaplan, Suite No. 108, 101 Park Ave., New York City, handles New York collections for writers. Go to the management of your local retail credit bureau, and explain your collection problem to him. The bureau may have a collection department which forwards claims. If it does not, the manager can tell you what to do. If your town doesn't have a collection bureau, go to a local attorney known to specialize in collections.

How does an author check on prices paid for his stories by magazines to his agent? Is there danger of one's work being pirated by readers in editorial offices, or by the editors themselves?—W. N. T., Fla.

The honesty and responsibility of established literary agents can be taken for granted; it is not necessary to check on prices obtained by them. However, if a writer is curious or suspicious, it is entirely proper for him to inquire of the buyer of his material. Danger of piracy in editorial offices is too small to receive any thought; our inquirer can dismiss the matter.

When a "how-to-do" article or book is written, must the author be a recognized success in the field of the subject before the article can be sold?—P. B. S., Detroit.

It is not necessary to be a recognized authority in order to write "how-to-do" material. But information must be sound, accurate; the manuscript must have an authoritative ring. Recognition often comes only after the material has been written. Of course, other things being equal, it is much easier for the recognized expert to sell material than it is for the unknown to do so.

□ □ □ □

BOOKS RECEIVED

WRITERS—HERE'S HOW! by Mildred I. Reid. The House of Little Books, New York. \$1.00.

Successful teacher of creative writing (at her studio in the Chicago Loop, summers at her Swiss chalet in New Hampshire, and year-round by mail), Miss Reid presents the principles and methods which experience has shown her are the most important ones to impart. Her discussion is in three parts—"Opening a Story," "Body of a Story," and "Ending a Story." This is a practical and helpful text.

THE SEVEN PRINCIPLES OF POETRY, by Anne Hamilton. The Writer, Inc. Boston. \$2.50.

Miss Hamilton illustrates her instructional text with many classical and modern poems. The author considers the seven cognizable principles of poetry to be inspiration, intuition, imagination, content, rhythm, form, and expression. About each she writes interestingly and effectively.

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THE AUTHOR & JOURNALIST

December, 1940

MAKE EDITORS YOUR FRIENDS

... By ROY J. SNELL

THE FIRST EDITOR I ever knew was a fairly attractive young lady. No, there wasn't any romance. I was interested solely in success as a writer. At that time, I had sold five brief fiction stories for a total of \$24.50. My lady editor had written a book or two herself. She said I had "the spark" that promised success.

Hers was not an exalted position. She was part-time editor of a once-a-week page for a religious weekly. She needed stories. Not many were submitted, so she helped me up and in so doing helped her page.

There's my first tip for young writers. Find a very small place for yourself with a very small editor and try to fit yourself into it. Start from there and build up.

My lady editor made her contacts by correspondence. She worked at home. I seldom saw her. At that time I was earning eats and sleep by working as a night watchman. In these dark hours just before dawn, I wrote yarns and sent them to my lady editor, always with return postage. Nine times out of ten she used the stamps. But with each rejection slip came a handwritten letter telling me what was the matter. What a grand little lady editor she was! I still have some of those letters.

Those were the days of animal stories. I had lived in the Frozen North. I began writing Arctic animal stories for my lady editor. She liked them, and took nearly all of them. When her boss sent me a check for \$30 she went to

bat for me and demanded more, an additional \$12.

She wrote me that the stories were attracting attention and suggested a book, even telling me the best publisher to try. I sent the stories to Little, Brown & Company in Boston. After three weeks they wrote: "Send on the rest of the material. We'll publish a book on a ten per cent royalty basis."

I typed that book myself, and spelled "nose" *noze*, all the way through. It—"Little White Fox and His Arctic Friends"—got me into "Who's Who." All thanks to my kind lady editor!

My second lady editor had a weekly page on a big city newspaper. She was a grandmother. She bought the serial rights to my second book, "Eskimo Robinson Crusoe." That paid my



ROY J. SNELL

Lecturing is a source of income of successful writers. Recently Mr. Snell, author of many juvenile books, lectured in Detroit schools under the auspices of the *Detroit News*. His subject was the Arctic. He is shown here in spirited discussion with students.

board for six months. During the ensuing years she was a constant source of inspiration and encouragement, and much of the encouragement came in the form of cash for services in one form or another rendered to her publisher.

And so it has been all down the years. I have tried to make editors—literary editors of book publishers, story editors, magazine editors, newspaper editors—my friends. I have tried to be theirs, not so much because they could do things for me but because I needed their friendship. A writer leads a lonely life. Cooped up in his cubicle he writes and writes and lets the world go by. If I were asked to name fifty of my best friends today, fully two-thirds of them would be authors, editors, or people who sell books on the road or in stores. Why? Because they speak the language I speak and are interested in the things that most interest me.



But what of new editors? To me each new editor, whether I am to deal with him by mail or in person, is a subject for psychological study. His letter may show as much of his character as do his words, his smiles and his gestures. "What sort of person is he? Young or old? Experienced or inexperienced? Does he wish to draw from my long experience, or does he not? His publishing house has certain taboos. Will he be bold or timid about breaking these taboos? Will he accept me as a friend or stand aloof on his editorial dignity?" I must know the answers to all these and many other questions if I am to work for him.

I have always been interested in all people who have anything to do with books. The last really good boost over the rocky road of the Depression came to me through a publisher's representative, connected with one of the largest New York houses. I had met and talked with him in bookshops here and there. We had worked up quite an informal friendship. One day I said to him:

"I want to start a new series of boys' books."

"Sure!" He was interested at once. "Write two series. We need more books of that type. Tell you what! I'll give you the name of our literary editor. Send some of your ideas in to him."

The result, so far, has been publication of three books. Oddly enough, when I received a letter written on the stationery of my friend's company I discovered that he was not just a traveling salesman, but a director of the com-

pany, its secretary, and the fourth highest man in the organization!

If you have a book manuscript, or a red-hot idea for one, you'll find most publishers' representatives will be glad to listen to your story. It puts a feather in the cap of any salesman when he brings in a good manuscript from the field. Ask the manager of your favorite bookstore to give you a ring and arrange an appointment the next time the salesman from a particular publishing house is in town. When the buyer of a bookstore asks a salesman to see someone, he's pretty sure to see him, for after all, buyers are the fellows who keep the salesmen going.

Many a would-be writer of books has asked me just how to go about selling a book to a publisher. Of course, when you have a group of books going strong, you don't really *sell* the next one at all—practically speaking, you simply walk in and say: "Here's another book. Where's my advance?" After that you discuss the title. I have written nine out of ten of my titles.

The illustrations and design for color jackets are up to the Lit. Ed., unless the publisher likes your ideas about them. I suggested the jackets for fully two-thirds of my ideas. Jackets on teen-age books are very important. An author knows the story. He is vitally interested in the book and can give a day or two to the task of planning the jacket. When the plan has been suggested, the artist makes a sketch, the author suggests changes, then the drawing is made. I suppose that most publishers do not consult the author at all about these details.

Selling a book of an entirely new type to his publisher, the author may just write the book and send it in. In beginning I did that. But not now. I tell or write my plan for a book to the Lit. Ed. If the Lit. Ed. is impressed, the idea goes to the publisher. He may pass it on to one or two of the leading salesmen. If all agree that it might make a good book, the Lit. Ed. makes a search to see what has been done in that field. If the coast seems clear, I sharpen my big yellow pencils and get busy. Early this year I sold two books for 1940 publication in just that way. They are now on the market. One of them, "Ski Patrol," is a story of the Finnish War. By the time it was finished, the Finnish war was finished, but the book promises to do well. The Finns put up such a good scrap, and boys are very much interested in skiing.

A writer's stock goes up with an editor as he proves himself willing and ready to jump when

unusual service is needed. Recently, just a week before I was to get away on a long lecture tour, a letter came saying that if I would do a short juvenile, 15,000 words, and turn it in just two weeks later I could have a check large enough to pay my year's taxes or buy my wife a Hudson seal coat. I got the editor on the wire, made a date for that P. M., spent \$4 on carfare, talked with him for an hour, discovered I had all that was needed for the story, came back, did three hours reading, and dug in. I started the story Sunday and finished it the following Saturday. On Monday I mailed the story to him (with some misgivings; he might think I had worked too fast). But on Thursday I had my check. That's what I call service all around! And believe me! I am going to

keep in touch with that editor. I had never seen or heard of him before his letter arrived, nor had I done a story of that particular type before.

Writing is a game of "Follow the Leader." The question is, who is to be the leader? I was quite definitely the leader in boys' and girls' mystery stories—I had 20 books on the tables—before the big mystery craze developed. But I don't mind following a leader. This year I have a book called "Hi! Ho! Pinocchio!" It's a story of Pinocchio in Chicago. His uncle is a porter in a big department store. When he's good he is a boy and when bad, he's a puppet. To my surprise, the book promises to do very well indeed. Which goes to prove that you never can tell.

NINE STEPS— AND CURTAIN UP!

... By PAUL S. MCCOY

This Hamilton, Mo., writer has sold almost 150 manuscripts to dramatic publishers—one-act and full-length plays, sketches, and skits.



Paul S. McCoy

NOT LONG AGO a young woman said to me, "I've completed more than two acts of a really good play. But I'm in trouble. I can't work out a logical ending. Perhaps you could help me."

If I had answered her truthfully, I would have said, "No, I can't help you. Why? Because ten

to one if you have written more than two acts of your play without a thought to your plot solution, you haven't a play worth finishing."

You disagree with me? Yes, I know an occasional author *does* turn out a play which he claims successfully developed itself as he wrote the dialogue. But let me say this: If you are attempting a play for the dramatic publishers—a play which must necessarily sparkle with plot and action—take my advice and decide at the start *just where you are headed!*

I've written scores of plays for these publishers in the last few years. I've sold them three-acts, one-acts and numerous short

sketches. Yet I have followed certain unchanging rules for the developing of each script, regardless of length or subject.

Here, briefly, is the course which I take. This particular method, I feel, has been responsible for my high percentage of sales. At least it has saved me from vaguely-conceived plots and half-finished scripts.

Why not give this method a try when writing your next play? If in your opinion the results prove unsuccessful, you've wasted only a little time and effort. And there is the chance that you'll find, as I do, that these steps pay dividends.

(1) *Decide on basic situation.* This of course must be my first consideration. In other words, around what idea will I build my play? And where shall I uncover that idea? Perhaps I've had a theme in mind for weeks. If not, I turn to my notebook. I find there this paragraph:

Young married couple are proud parents of a baby. Wife's father arrives with gifts suitable for a boy. Husband's mother shows up with presents for a girl baby.

This situation, I decide, is a good foundation for a one-act comedy.

(2) *Develop the plot.* I must work out a draft of the plot before proceeding further. Yes, a complete draft—*now!* The above paragraph from my notebook is, of course, purely a situation. From it I shall build action, suspense and conflict, until I have a complete story. If at all possible I shall work out a logical ending with a surprise twist. For instance, perhaps I can reveal that the couple are the parents of twins—a boy and a girl. In any event, now is the time to construct my plot. Briefly (in 200 or 300 words) I write down the basic problem, the conflict and the solution.

(3) *Select necessary characters.* How many characters must I bring onto the stage to present my story to the audience? How few characters can I use? Will each character selected actually contribute something to my plot? Should I discover from the results of this step that my cast is improperly balanced—too many of one sex—I now have a chance to make necessary adjustments before a word of dialogue is written.

(4) *Select a name for each character.* I give this step thoughtful attention. I attempt to choose names which may be easily pronounced and which are as dissimilar in sound as possible.

(5) *Describe characteristics and costumes of cast.* Most publishers demand a short paragraph of explanation covering each character. I visualize my cast and subsequently jot down these descriptions before writing dialogue. Such information should be brief but graphic. For instance:

JOYCE HAMPTON is an attractive, energetic young wife of 24. She wears a smart summer frock.

Thus, when I am ready to write the play itself, I have a clear mental picture of my cast—collectively and individually.

(6) *Draw a map of the stage set.* Although such a diagram need not be submitted with the play, it will prove of great aid to the playwright. I draw the map as though I were above the stage, looking down onto the set. All entrances, as well as the position of each piece of furniture, is indicated. I pin this map on the wall above my typewriter, where I can at all times see it. I then have no trouble indicating on my script the correct stage directions. If a number of persons are to appear on the stage in a single scene, I place pencilled crosses on the diagram to signify the positions of all char-

acters. This is an excellent method to guard against incorrect grouping or poor stage balance. Or you may prefer to use thumb tacks—if you're planning on new wall paper next spring anyway.

(7) *Describe the stage set.* After I have worked out the stage diagram for my own use, I have no trouble in writing a detailed explanation of the setting. The position of entrances, furniture and other props is indicated by the terms *left*, *right* and *center*. *Downstage* is toward the footlights; *upstage* is toward back of stage, away from audience.

(8) *Outline entire play.* Through the seven previous steps I have laid the foundation for my play. But even now I am not ready to write the dialogue. First I must outline, scene by scene, the action and plot progress of the play. Some writers do not go to this additional trouble, but I firmly believe that a detailed outline of each play has been an important factor in my sales.

Publishers reject many scripts because such material is "rambling" or "loosely knit" or "vague" or "confusing." Such criticism can mean but one thing—that the writer has neglected to plan ahead. By following an outline I know exactly what action each scene is to contain. I know *where I'm going and how I'm going to get there!*

Here is a sample beginning of the type of outline I use:

- I. At rise stage unoccupied.
- II. JOHN HAMPTON enters at center back. He wears hat and coat.
 - A. He moves to left door.
 - B. Calls offstage to JOYCE.
- III. JOYCE HAMPTON enters from left.
 - A. Is surprised to see JOHN home so early.
 - B. JOHN has upsetting news.
 1. A telegram from his mother.
 2. She is arriving for a visit that afternoon.
 3. Purpose of trip: To see her new granddaughter.

—and so on through the entire action of the play. To many this may appear to be unnecessary labor. Perhaps. But let me say this: Without an outline I'm sunk!

(9) *Write the dialogue.* On the wall I have pinned my stage diagram. On the desk is the outline. My plot and characters have been clearly and completely developed. I can now turn *all* my attention to dialogue. The most troublesome problems have been solved. It's smooth sailing from now on.

Perhaps you are not in agreement with the steps I take. Perhaps you have already worked out another course of procedure. Or perhaps you can sit at the typewriter and immediately

write the dialogue from that single idea of yours. If so, more power to you.

But as for me—I'll still take nine steps to a publisher's check.

HOW TO WRITE THE HISTORICAL NOVEL

Part II

... by ANNE B. FISHER

Mrs. Fisher's discussion of the historical novel began in the November Author & Journalist, orders for which can be filled.

DURING THE time that I was gathering material for "Cathedral in the Sun," I spent several hours a week talking to an old lady who was born in 1846, the day the American flag went over the Customs House at Monterey, California. Her mother was a Carmel Indian and her father was an English cabin boy on a whaler. We took trips into the country, to stimulate her mind, and she would tell me the herbs used by Padres and passed down to Indians. Sometimes she would say, "An Indian was hanged here." Then she would tell me the details. Sometimes she would repeat things her mother had told her about a certain place and what happened there. After awhile we would settle about the year these things happened. All this I would write down in a small notebook to be looked up and *checked* if possible before I entered it in the year to year outline.

This woman's life was very interesting and different, but the material she gave me was neither exciting nor dramatic enough to hold the interest of the modern reader. Her value came through all the little intimate details of family life that had been handed down from her Indian grandfather to her mother. Since there was nothing else in her quiet life, these things were important enough for her to remember accurately.

During the talks she would mention the names of other people her grandfather or mother had known. Later I looked up the descendants of these people. Among them were the Borondas (grandchildren and children of the Don Borondas in the book). In this way I was able to piece together what they told me about the same happenings, and the book began to develop just from the notes, without a bit of imagination on my part.

I now had the historical background gained by my reading to which were added the details of the life of the Indians and the English cabin boy, as well as the life of the Spanish Dons and their families, all of whom were connected with the Mission about which I wanted to write. The Borondas showed me heirlooms and old pictures and jewelry that had been handed down, and they in turn mentioned names that I looked up. One of the women told me about a hassock that her grandmother did in needlepoint, a design with a peacock in the center. All this was written down, and put under the right year, so



"He wrote his girl he was up here getting material for magazines."

that it was ready when I came to describe the furnishings of an adobe house in 1818.

All through this period, I was absorbing atmosphere, learning the customs of the people, and how they talked, what their hatreds were, the names of their friends and enemies. Conflict and drama are easily conjured up from such sources.

If, during your reading, you find an unusual character that will lighten your story, follow him up through his descendants, for he may be the one character that will pull your story away from the stiff history-book facts.

Study the old maps and charts of the part of the country to learn of old roads and waterways. If possible, make sketches, so that you will have them for reference when you start on your story, and won't have to check up on details, and slow up your creative mind when it is working well. *Take nothing for granted* in the matter of roads, and weather, and floods and pestilence, for there is sure to be some crank who will catch you up.

If you find in an almanac or paper that there was a heavy winter or a flood, be sure to put it down under the year, with the day of its occurrence. In my own book there were earthquakes to be considered.

Write down the description of houses, gardens, streets, clothes, and looks of characters who are to play a part, and even some that do not play a part, for you may have to put several bits together to paint your picture so that it will be more real. It is always well to have plenty of extra descriptive details, for you never know when you'll want another furnished house in a hurry, and you can't repeat in the historical novel.

● All this attention to detail may seem over-fussy, but you will be grateful for every bit, when you see how beautifully everything fits in at the proper time. Francis Parkinson Keyes once said, "So far as I'm aware, no successful historical novel has ever been written that did not represent lengthy, profound and sympathetic study on the part of the author."

● You are now ready to introduce your characters into the mass of historical detail you have gathered.

Beginning with the very first year of your period, place the date on a sheet of paper; then the name of your main character and how old he is. Using the same technique as on your

historical material, follow through what this character did that year, placing your months correctly one after the other, with dates of significant happenings to him for that year.

Describe him and the feelings on subjects that you wish him to have, or that you have read about in your research. Especially mention any unusual characteristic such as a limp. If your creative mind clicks into action, include any bit of description or dialogue or action as it comes—but be sure you keep that action within the year referred to in your date line; otherwise your mind will run away from you and you'll soon become confused. Your fictional novel gives you leeway, as your historical character need not have said and done everything that you make him do, but he must never say or do even a trivial thing that the actual person would *not* have said or done. You must keep his personality, or you will fail in your picture; and your novel will suffer. Many historical novels are distorted and ruined because the writer gets out of character and out of the period. This is especially true in use of dialogue. *You must have your character speak and swear* correctly for the period in which he lives. You must become so much at one with the life and time of your character through your research that this comes naturally as you write, and you can't get out of character. Too much stress cannot be laid upon this point.

Make one of these sheets with date and name and happenings for each of your characters, and do this for every year to the end of the period. You will find that, in this way, you will always know how old each character is, and always be able to connect him up with history. You will find that your mind is already working on your novel, through these bits of dialogue and action that you are inserting. *You cannot go wrong on dates* because they are right before you at the exact year! You can see now how all this makes for better work, and helps you to hew to the line of historical truth. If you wish to skip several years when writing your story, the dates and ages of your characters will always be accurate. You simply take out the pages of the years to be skipped. Bring unity to your story by using a flash-back. Have some character tell what happened during those years.

When you have completed the pages for all your characters for every year, and have added bits of creative writing here and there, you will find your story is ready to jell. In the meantime you are seeing your people as real people, and you should know your history so well that

you will be able to forget it. This last is important because it makes all the difference between a labored and awkward story, and a smooth, easily flowing one. If you must stop to look up dates, you lose the thread of your creative writing.

At last we come to the real thrill—the bringing to life of all these people!

Outline your plot on the year to year sheets, adding characters and incidents to bring in humor or tragedy or pathos, as it is needed, but keep the actual *plot* loose, so that it does not freeze in your mind. The plot of the historical novel is like any other novel—it must gradually be built up; strengthened here and there, cut, changed around. Remember that life itself does not have any actual plot—it just goes on and on.

Your plot may be imaginary, but all the historical details must be centered around it, because these details carry the truth. If you have true plot and action, but not truth in the historical details, the historians and critics will find you out and it will be just too bad.

Lose yourself in the characters, so that you are able to feel, and see, and taste, and hear with them. See your descriptions so clearly that you can paint an accurate word picture of them, so that the reader is not aware he is reading mere words. Keep most of your writing in action and dialogue.

Write what *you* feel, and remember that no critic or editor knows your subject as well as you do. Be fearless once you start writing.

In "Cathedral in the Sun" one editor took exception to the incident of a little Indian child swallowing a gold nugget that his grandfather had given him. The grandfather was relieved, when the nugget was inside the child, for he didn't need to worry over his riches any more. But the editor thought that the nugget should be pursued further than the insides of the baby! This might be all right in 1940 New York, where gold means a lot, but a nugget more or less in California in 1836 meant nothing. As long as the baby didn't get sick, why worry over a nugget? Needless to say the nugget incident stayed in the story. The success of your fictionalized historical story depends on how well you can bring in the senses and emotions, for that is what puts life in the folks you write about. Most people read with their emotions.

After you have finished writing your book, go over it and study the emotional balance and proportion. Not too much tragedy in a bunch,

without humor to break it up. Heart throbs in just the place where they are needed to whet the reader's interest and keep him reading.

Don't be afraid to take time to revise; it is well spent on the historical novel. "Cathedral in the Sun" was revised five times before it went into print, and I still can see many places that are rough and would do with some additions to bring clarity. At the time, these places were so clear to me that I neglected the reader.

Maybe your story because it is so well written will fall into the best seller class, along with Samuel Hopkins Adams' "The Gorgeous Hussey," that tale about bad Peggy Eaton and her trip from tavern to the White House. But if your novel doesn't turn into a best seller you will have had a gorgeous time while you wrote it! More power and success to you, and remember what James Truslow Adams once said, "A part of the public, God bless it, does want to know something about the past of our race, but it wants to be able to stay awake while it reads."

I KNEW THE ANSWERS

By J. H. Craig



Thanks to a magazine salesman who sold me a subscription to his magazine at a reduced rate, and against my will—I broke into print!

I was working at the time for the Missouri Pacific Railroad Company in the signal department, where I had become thoroughly familiar with every piece of apparatus with which I came in contact.

The magazine for which I reluctantly subscribed was *Railway Signaling*. It contained, I found, many articles about latest signal appliances and equipment; and also a "What's the Answer Department," which invited subscribers to write in, answering questions of a technical nature in regard to all phases of signal work.

There was one question I thought I could answer, and proceeded to do so, putting the answer on paper down to the most minute detail, and as clearly and concisely as possible. When I read the article over, it sounded rather silly, but since I had written it, I decided to send it in.

Several months passed. Then one day I received a check for \$5 for my article, with an encouraging letter from the editor, asking that I write more for him.

Immediately I turned back through all the old issues of the magazines I had and answered all of the questions with which I was familiar. I found a "Kinks" department, where all kinds of home-made devices that may be used in connection with signal work were described, and wrote up a number of Kinks that were accepted and published. From this experience I went on and wrote articles for other magazines published by the same corporation.

Last summer I had an enjoyable vacation in Colorado, all paid for by my article-earnings; and all my clothes last year were bought with editors' checks.

THE STUDENT WRITER

By WILLARD E. HAWKINS

XXV—STORIES THAT COME TO LIFE (Part II)

Last month, you remember, we left Lemuel Author struggling to devise a way by which the scientist in the story outlined could convincingly overcome the final obstacles and prove his point (that the girl is his perfect soul mate) by marrying her. But something has happened in the development of the story. A minor character, the girl's acting partner, has assumed major importance as the true lover of the girl.

Lem puts the story aside, hoping that his subconscious mind may work out a satisfying solution.

When he picks the story up again, he finds that it has—but not exactly as he had anticipated. The realization comes over him that he is torn between two opposing developments. One is the development he planned, in which the scientist proves his point and gets the girl. The other is the development which the characters themselves seem intent on working out—in which the girl finally turns to her devoted partner.

With the two possibilities now before him, Lem can view them with fair objectivity. He begins to realize that the girl and the scientist—regardless of all theories of mental chemistry—belong to different worlds, have different backgrounds and outlooks on life, while the girl and her vaudeville partner, even though they may be psychologically incompatible and will often fight like cat and dog, have bonds of common interest and understanding which draw them together. The originally planned ending now impresses Lem as cut-and-dried and forced. In other words, he does not quite accept the theme which he himself set out to prove.

He can, of course, still push through the preconceived ending; but he realizes that it will be unsatisfactory, since he no longer entirely believes in it. Wisely, he decides to abandon the original purpose. He lets the girl have the brief intoxication of an incipient romance with the scientist; then, at the climax, she returns to her vaudeville boy friend, leaving the scientist a sadder but wiser man. The story, it is true, does not prove the theme he set out to prove—neither does it disprove it. If anything, it demonstrates that—regardless of harmony or disharmony in temperaments—there is an unpredictable quality about love that can never be weighed, measured, or reduced to mathematical coordinates.

This illustrates what frequently occurs when story characters come to life and insist on having things their own way. Actually, it occurs in the degree that it is encouraged by the author. What happens is this: The author feels instinctively that one course of conduct—the course mapped out in advance—will not ring true, while another course—one that occurs to him after the story is well launched—has the true ring of reality. It is helpful to the creative mood, however, to transfer the reasoning to the imagined characters. If the author *feels* that they map out their own conduct—take their destiny into their own hands—they become that much more real to him.

The new development or twist, even if it completely alters the course of the story, is likely to be more true to life and to abstract truth than the yarn which the author originally intended to write. Lem

Author has frequently started to write a yarn which would bear out a definite theory, only to discover, when the action became forced and unnatural, that the theory itself was faulty. When this occurred, he has sometimes ended up by presenting the opposite point of view.

The example in Lesson VI of this series, "Snow-balling' a Plot," furnishes a parallel illustration. It will be remembered that in developing a plot to prove the thesis that "non-preparedness is the best policy" we found that one of the characters took matters into his own hand and, in a sense, proved the opposite.

After all, the author is only incidentally a propagandist. What he is—or should be—trying to do is to express truth and naturalness. If he finds that the story he is attempting to write does not bear out the premise with which he started, he should be willing—nay, eager—to abandon that premise and proclaim the new truth which he has unearthed.

This is said not in the slightest spirit of moralizing, but solely from the standpoint of achieving effectiveness. Truth and convincingness, as we consider them here, are synonymous. If only because editors won't accept stories that fail to ring true, a distorted, untrue picture of life is above all things the sort of picture that the author wishes to avoid. He seeks to present true-to-life pictures, not only for the satisfaction involved in such writing, but also for the purely selfish reason that only thus can he attain his ambition to write effectively—to achieve whatever success may be awaiting him as a writer.

PRACTICE SUGGESTIONS

1. Analyze a number of published stories, reducing them to their "themes" or the basic truths which the stories seem to prove. Can you reconstruct possible endings of a different nature which the authors might have had in mind at the start, and which they could presumably have abandoned as not being true to life?
2. Can you recall, in your own writing experience, an instance of a story that took a turn different from that originally projected, because you felt that it was more nearly true to life? Can you, in reviewing stories of your own which "bogged down" and were not finished, or which proved to be "duds," bring to mind any that might be resuscitated by allowing the characters to work out some development other than that which you attempted to lay out for them?
3. Take a number of themes—aphorisms of the familiar sort will do, such as "Honesty is the best policy," "A stitch in time saves nine," "When fortune favors she does it to betray," "The truth shall make you free." Work out tentative plots which prove or demonstrate one or more of these themes. Then work out developments which logically tend to prove the falsity of the same themes. Do you feel intuitively that one development is more sincere and true to life than the other?
4. If this exercise has stimulated your mind to create what seems an interesting plot, develop it as a story, keeping an open mind for modifications that the subconscious mind may suggest.

(Next Month—The Scientific Approach.)

THE AUTHOR & JOURNALIST'S HANDY MARKET LIST

FOR LITERARY WORKERS—PUBLISHED QUARTERLY

DECEMBER, 1940

The Handy Market List offers, in brief, convenient form, the information of importance to writers concerning periodical markets. Constant vigilance is exercised to keep this quarterly list accurate and up-to-date; it is appreciated when readers call our attention to errors or omissions. The magazines are grouped under classifications designed to assist the writer in locating the markets for specific types of material. A few abbreviations are employed. M-20 means monthly, 20 cents a copy; 2-M, twice monthly; NV, weekly; Q, quarterly. Figures indicate preferred word limits. "Acc." indicates payment on acceptance or shortly after; "Pub." indicates payment shortly before or after publication. When specific word rates are not given, "first-class rates" indicates a general average around 5 cents a word or better; "good rates," around 1 cent a word; "fair rates," around 1/2 cent a word. The parenthetical statement following title of magazine indicates the banner or name of publishing house; "S. & S." stands for Street & Smith, "Macfadden" for Macfadden Publishing Co., etc. The notation "Slow" or "Unsatisfactory" is a warning that delays or non-payment for material have been reported by contributors. It should be obvious that The Author & Journalist can assume no responsibility for the periodicals here listed, but merely publishes the available information for the guidance of readers. Submitted manuscripts should always be accompanied by return postage—preferably by stamped, addressed return envelopes—and copies should be retained as insurance against loss.

A—GENERAL LIST

STANDARD PERIODICALS

America, 53 Park Place, New York. (W-15) Articles on topics of current social and political interest; short modern verse. Rev. Francis Talbot, S.J. \$25 net 2-page article (about 1 1/2 c) Pub. indicates payment shortly before or after publication. When specific word rates are not given, "first-class rates" indicates a general average around 5 cents a word or better; "good rates," around 1 cent a word; "fair rates," around 1/2 cent a word. The parenthetical statement following title of magazine indicates the banner or name of publishing house; "S. & S." stands for Street & Smith, "Macfadden" for Macfadden Publishing Co., etc. The notation "Slow" or "Unsatisfactory" is a warning that delays or non-payment for material have been reported by contributors. It should be obvious that The Author & Journalist can assume no responsibility for the periodicals here listed, but merely publishes the available information for the guidance of readers. Submitted manuscripts should always be accompanied by return postage—preferably by stamped, addressed return envelopes—and copies should be retained as insurance against loss.

American Hebrew, The, 48 W. 48th St., New York. (W-15) Articles on Jewish affairs, short-stories, Jewish background, American scene 1200-1500. Martin Panzer, 1/2 c up, photos \$1 up. Pub. (Overstocked.)

American Magazine, The, (Crowell) 250 Park Ave., New York. (M-20) Short-stories 3500-6000; serials 50,000; short shorts 1500-1800; mystery novelettes 20,000-25,000; "Vignettes" under 500. Articles usually arranged for. Sumner N. Blossom; Albert Benjamin, fiction Ed. First-class rates, Acc.

American Mercury, The, 570 Lexington Ave., New York. (M-25) Reviews, comments, essays; serious and political articles, short-stories, up to 3000; verse. Eugene Lyons, 3c up, Acc.

American Review, The, 231 W. 58th St., New York. (M-25) Reviews, articles, comment. Prefers query. Seward Collins, 1c. Pub. (Slow reports.)

American Swedish Monthly, The, 630 5th Ave., New York. (M-20) Illustrated articles dealing with Sweden, relations between Sweden and U. S., or success stories Americans of Swedish stock, 1000-2500. Victor E. Freeburg. 1c, photos \$3, Pub.

Arsenal Life, Caddo Gap, Ark. (Bi-M-25) Folklore material, Ozark region. O. E. Rayburn. 1/2 c up, Pub. Verse, prizes only

Asia, 40 E. 49th St., New York. (M-25) Interpretative articles on oriental life, politics, art, culture, exploration and thought. Russia included. 800-3400. Oriental fiction. Richard J. Walsh, \$15 a page, Acc.

Atlantic Monthly, 8 Arlington St., Boston. (M-40) Essays, human-interest articles; sketches short-stories, verse; high literary standard. Edward Weeks. Good rates, Acc.

Beaver, The, Hudson's Bay Co., Winnipeg, Canada. (Q-25) Articles on travel, exploration, trade, anthropology, natural history in the Canadian North, up to 2500, illustrations essential. Clifford P. Wilson. 1c. Pub.

Better Living, Elmsford, N. Y. (Bi-M-25) Inspirational articles, hobbies, sports, 500-1500. Theodor Swanson. 1 1/2 c up, Acc.

Better Understanding, P. O. Box 453, Palo Alto, Calif. (M-10) Miscellany with hard-of-hearing slant, up to 1200. Harvey Foreman. 1/2 c, poetry 10c line, jokes 25c, Acc.

The California Highway Patrolman, 1213 H St., Sacramento, Calif. (M) Short-stories, 1000, and serials, 6 to 8 installments of 800-1000 words each, carrying a moral in traffic safety. Straight fiction or snappy fictionalized factual material. Detective fiction with a traffic slant and a "crime doesn't pay" moral. Especially interested in California stories. Russell E. Tripp. 1c, photos \$1-3, Acc. 1/2-1/4c, reprint material.

Canadian Geographical Journal, 49 Metcalfe St., Ottawa, Canada. (M-35) Illustrated geographical articles 1500-2500. Gordon M. Dailly. 1/2 c up, Pub.

Christian Century, The, 440 S. Dearborn St., Chicago. (W-15) Articles on economic and social topics. Indefinite rates.

Christian Science Monitor, 1 Norway St., Boston. (D-5) Articles, essays, for editorial and department pages, up to 800; forum to 1200; poems; juvenile serials, not over 12 installments 1200 each; verse, art work, cartoon ideas. \$7 column, Acc. or Pub.

College Humor, (Thrilling) 22 W. 48th St., New York. (Bi-M-15) Humorous articles, short-stories, sketches, miscellany, cartoons. Robert A. Pines. Good rates, Acc. (Overstocked.)

Collier's, (Crowell), 250 Park Ave., New York (W-5) Short-stories up to 5000; serials up to 60,000; articles on popular questions of the day 3500-5000; short-stories. Wm. L. Cheney. First-class rates, Acc.

Columbia, 45 Wall St., New Haven, Conn. (M-10) (Knights of Columbus) Articles of general interest for men 2500-3500; action short-stories 5000; verse. John Donahue. 1 to 3c, Acc.

Common Ground, 222 4th Ave., New York. (Q-50) Articles on the racial-cultural situation and its problems in America. Louis Adamic, Ed.; Margaret Anderson, Man. Ed. 1/2 to 2c, Pub.

Commonwealth, The, 336 4th Ave., New York. (W) Catholic review. Timely articles on literature, arts, public affairs, up to 2500; verse up to 16 lines. Philip Burnham, Edw. Skillin, Jr. 2/3c, verse 40c line, Pub.

Coronet, (Esquire, Inc.) 919 N. Michigan Ave., Chicago. (M-25) High-calibre short-stories. Articles on events, organizations and personalities of general interest, up to 2500, fillers; artistic photos. Arnold Gingrich, Bernard Geis. \$100 up per story or articles, fillers less, Acc.

Cosmopolitan Magazine, (Hearst) 959 8th Ave., New York. (M-25) Outstanding short-stories 5000-7000; short shorts 1000-2000; novelettes 10,000-20,000; serials 50,000-60,000; book-length novels, non-fiction features. Articles of cosmopolitan interest 2000-4000. Harry Payne Burton. First-class rates, Acc.

Cue, 6 E. 39th St., New York. (W-10) Articles up to 1200 concerned with New York metropolitan and suburban activities, personalities, entertainment. Photos, occasional witty or satirical verse. Fillmore Hyda. Up to 5c, Pub.

Current History and Forum, 366 Madison Ave., New York. (Semi-M-25) Articles on current political, industrial, economic, sociological trends, foreign affairs, personalities, national and international. 2000-3000. Photos, cartoons. E. T. Hill, John T. Hackett. 2-4c, Pub.

Desert Magazine, The, El Centro, Calif. (M-25) Illustrated feature articles from the Desert Southwest; hobbies, history, mining, desert homes and gardens, Indians, recreation, personalities, travel, etc., marked human-interest slant. Desert pictures. (Oversupplied with poetry.) Randall Henderson, 1c for prose only, photos \$1 to \$3, Acc.

Direction, Darien, Conn. (M-15) Significant articles, short-stories, 1000-2000, progressive viewpoint. M. Tjader Harris, W. L. River, 1c, Pub.

Elks Magazine, 50 E. 42nd St., New York. (M-20) Adventure, romance, Western, mystery, historic short-stories; articles on up-to-date subjects, 5000; cartoons. Coles Phillips. \$100 to \$500, Acc.

Esquire (Esquire-Coronet) 919 N. Michigan Ave., Chicago. (M-50) Sophisticated unsentimental articles; masculine viewpoint; essays, sketches, short-stories, 1500-3000; cartoons, cartoon ideas. (No women writers.) Arnold Gingrich. 3c to 10c, Acc.

Events, Scotch Plains, N. J. (M-25) Articles by authorities discussing world affairs, 2500-3500. Spencer Brodney. Rates by arrangement.

Far East, The, St. Columban, Nebr. (M-10) Catholic mission features largely staff-prepared. Does buy, however, brief stories with authentic Catholic background; authentic travel and human-interest articles on China, Japan, etc. Rev. Patrick O'Connor. \$15, Acc.

Fair Winds, 173 Fluke Ave., Westerleigh, S.I., N.Y. (Q-25) Authentic stories of old sailing ships and sailors, harbor views, log books, etc. W. M. Williamson. 1/2 c, Pub.

Foreign Service, (V.F.W.) Broadway at 34th St., Kansas City, Mo. (M) Short-stories of interest to A. E. F. veterans up to 2500. Barney Yanofsky. 2c up, Acc.

Fortune, Time & Life Bldg., New York. (M-51) Articles with industrial tie-up. 95% staff-written. Some source material purchased. Eric Hodgins, Ed.-in-chief.

Free America, 112 E. 19th St., New York. (M-15) Political-economic, agrarian, decentralist articles up to 2000. George F. Havell. 2c, Pub.

Future, 134 N. LaSalle St., Chicago. (M) Official publication U. S. Junior Chamber of Commerce. Articles up to 2500 wds., on subjects of interest to young men from 21 to 35. Brief achievement stories of men under 35, with photos, 200. Felix B. Streycmans. 1 to 2c, photos \$2, Pub.

Gadabout, 1019 Heberton Ave., Pittsburgh, Pa. (M-10) Satires, 500-1000; humorous articles; all in style of New Yorker and Town & Country. Robert A. Johnston. 1c, Pub.

Gourmet, 330 W. 42nd St., New York. (M) Anecdotes, true experiences, informative articles, connected with gourmet eating and living, slanted to male readers. Pearl V. Metzelthin. (Scheduled for December publication.)

Grit, Williamsport, Pa. (W-5) Clean short-stories, adventure, mystery, love, Western, etc., 1000-5000; serials. Odd, strange pictures, brief text; household articles; short illustrated articles for women's and children's pages. Howard R. Davis. \$3.50 to \$8 per short-story, articles \$2 to \$3, photos \$2, Acc.

Harper's Magazine, 49 E. 33rd St., New York. (M-40) Human-interest articles; essays; short-stories 4000-7000; serials up to 60,000; verse. Lee F. Hartman. First-class rates, Acc.

Hobbies, 2810 S. Michigan Ave., Chicago. (M-25) Material on hobbies, largely staff-written.

Hollywood (Fawcett) 1501 Broadway, New York. (M-5) Light, amusing "angle" stories on Hollywood personalities and films, on assignment. Joan Votsis. Liberal rates, Acc.

Inspiration, 1133 Broadway, New York. (M-25) Literary short-stories, articles, inspirational and patriotic (not flag-waving) 500-2500. H. B. Lieberman. 1c, photos \$3, 40% Acc., 60% Pub. (Not buying until Fall).

- Judge, Brady Bldg., Ambler, Pa. (M) Humorous material, preferably around 500. W. Newbold Ely, Ind. Pub.
- Kiwanis Magazine, 520 N. Michigan Ave., Chicago. (M) No provision in budget for purchase of manuscripts. Morton S. Heiss.
- Leatherneck, Marine Barracks, 8th and I Sts., Washington, D.C. (M-25) Articles of military interest, to 3000. J. O. Butcher. $\frac{1}{4}$ c (\$25 maximum), Pub.
- Liberty, (Macfadden) Chanin Bldg., New York. (W-5) Romantic, adventure, humorous short-stories, youthful appeal, 1000-5000; serials about 42,000; timely human-interest articles. Fulton Oursler. First-class rates, Acc.
- Literary Universalist, The, Midlothian, Ill. (Q-25) Character delineation short-stories up to 5000. Robert Eugene Andre. Contributions from West of the Rockies should be addressed to Georgia Q. Nichols, Box 174, Venice, Calif. $\frac{1}{4}$ c, or less, after Pub.
- Maclean's, (Maclean) 481 University Ave., Toronto, Canada. (2M-5) Short-stories, Canadian interest—love, romance, sea, mystery, adventure, outdoor, up to 5000; serials 30,000-65,000. Articles of Canadian interest. H. Napier Moore. 1c up, Acc.
- Menorah Journal, The, 63 5th Ave., New York. (Q-11) Jewish short-stories, sketches, one-act plays, essays, poetry. Henry Hurwitz. 1c up, Pub.
- Montrealer, The, 1111 Beaver Hall Hill, Montreal, Que., Canada. (B1-W) Light, satiric, smart short short-stories 1400. A. M. Beatty. 1c, Pub.
- Nation, The, 55 5th Avenue., New York. (W-15) Articles on politics, literature, economics, up to 2400. 1c, Pub.
- National Elks Horn, 301 Savings Bldg., Oklahoma City, Okla. (M) Purchases mostly fillers.
- National Geographic Magazine, 1156 16th St., N. W., Washington, D. C. (M-50) Official journal National Geographic Society. Articles on travel and geographic subjects up to 7500; photographs. Gilbert Grosvenor. First-class rates, Acc.
- National Historical Magazine, Constitution Hall, Washington, D. C. (Published by Nat. Society D.A.R.) (M-25) American historical articles, 1500-3000, especially of Revolutionary period. Virginia P. Allen. Indefinite rates, Pub.
- National Jewish Monthly, The, 1003 K St., N.W., Washington, D. C. (M-15) Short-stories, articles, essays, Jewish interest, 1000-3000. Edward J. Grusd. 1c, Pub.
- New Masses, 461 4th Ave., New York. (W-15) Economic, sociological articles, progressive, anti-war, proletarian short-stories, reportage, sketches, poems, cartoons. No payment.
- New Mexico Magazine, Santa Fe, N.M. (M-15) Illustrated articles on New Mexico; rarely short-stories. George Fitzpatrick. \$10 to \$15 per article, Pub. Verse, no payment.
- New Yorker, The, 25 W. 43rd St., New York. (W-15) Short-stories and humor 400 to 2000; factual and biographical material up to 2500; cartoons, cartoon ideas. Good rates, Acc.
- North American Review, The, 424 Madison Ave., New York. (Q-1) Short-stories 6000-8000; articles, essays, poetry. Rates not announced.
- Old Time New England, 141 Cambridge St., Boston. (M) Authoritative, well-illustrated articles with New England antiquarian tie-up. W. L. Appleton. \$5-\$15.
- Opinion, 122 E. 42nd St., New York. (M-25) Articles 2500-3000; short-stories 2000-3000; Jewish interest. Dr. Stephen S. Wise. 1c, Pub.
- Opportunity, A Journal of Negro Life, 1133 Broadway, New York. (M-15) Short-stories, articles, poetry; Negro life and problems. Elmer Anderson Carter, Ed., Edward Lawson, Mng. Ed. No payment.
- Our Army, 11 Park Place, New York. N.Y. (M-25) Stimulating controversial military articles; short-stories 1000 to 1200 (no World-War fiction); jokes; cartoons; regular army background. Carl Gardner. Up to $\frac{1}{4}$ c, Pub.
- Our Dumb Animals, 180 Longwood Ave., Boston, Mass. (M-10) S. P. C. A. organ. Animal welfare articles, short-stories, fillers, up to 500; verse up to 24 lines, photos. Guy Richardson. $\frac{1}{8}$ c up, poems \$1 up, Acc.
- Our Navy, 1 Hanson Pl., Brooklyn, N. Y. (2M-25) Articles on modern naval subjects 2000-4000; action naval short-stories; photos. Varying rates, Pub.
- Outwitting Handicaps, 12716 Tuller Ave., Detroit, Mich. (B1-M-25) Personal recovery stories told in first person 1500-2000. Articles that contribute to mental uplift of the sick 500-1000. Interviews with prominent people on their health philosophies. Harry E. Smithson. $\frac{1}{4}$ c, Acc.
- People & Places, 3333 N. Racine Ave., Chicago. (M) Well-illustrated articles featuring De Soto car as "hero"; also general features built around unusual people. Frederick O. Schubert. Varying rates.
- Philippine Magazine, 217 Dasmariñas St., Manila, P. I. (M-20) Articles, essays, short-stories 1500-3000 on Philippine, Far-Eastern subjects; verse. A. V. H. Hartendorp. 1c up, Pub.
- Pocket Sketch, Phoenix Bldg., Minneapolis. (M) Humor and satire, short shorts; short snappy verse; cartoons. Dean Boyd, 1c, Pub.
- Popular Psychology Guide, (Astro Dist. Corp.) 67 W. 44th St., New York. (Q-25) Inspirational articles 1100-1200. Maxine Smith. $\frac{1}{4}$ c, Pub.
- Psychology, (Lex. Pubs.) 113 W. 57th St., New York. (M-25) Psychological or inspirational articles, personal experience stories up to 1500. E. Field. Rates by arrangement; payment after Pub. (Very slow.)
- Railroad Magazine, (Munsey) 280 Broadway, New York. (M-15) Short-stories, novelettes, first-person true tales, with real names, dates, places, all having railroad background, steam or electric, 1500-14,000. Railroad verse, masculine viewpoint. Query on fact features. Freeman H. Hubbard, $\frac{1}{4}$ c up, verse 25c line, true tales 1c up, Acc.
- Reader's Digest, Pleasantville, N. Y. (M-25) Digests of published articles; occasionally original articles. Good rates, Acc.
- Redbook, (McCall) 230 Park Ave., New York. (M-25) Short-stories, serials, complete novels, novelettes, feature articles. Edwin Balmer. First-class rates, Acc.
- Retarian, The 35 E. Wacker Drive, Chicago. (M-25) Authoritative articles on business and industry, social and economic problems, travel sketches, humor, essays, 1500-2000. Little fiction used. Leland D. Case. First-class rates, Acc.
- Saturday Evening Post, The, (Curtis) Independence Sq., Philadelphia. (W-5) Articles on timely topics 3000-5000; short-stories 4000-6000; serials up to 90,000; lyric and humorous verse; skits, cartoons. Wesley Winans Stout. First-class rates, Acc.
- Saturday Night, 73 Richmond St., W., Toronto, Canada. (W) Articles of Canadian interest up to 2000; light, humorous articles, satire. B. K. Sandwell. $\frac{1}{4}$ to 1c, photos \$2-\$3, Pub.
- Scribner's Commentator, 654 Madison Ave., New York. Factual articles on current events and personalities, 1500-2500. George T. Eggleston. Good rates, Acc.
- Southern Review, La State Univ., University, La. (Q-75) Literary criticism, social, economic affairs; short-stories, verse. Charles W. Pipkin. \$.65 six page, verse 35c line, Pub.
- Story, 432 4th Ave., New York. (B1-M-40) Distinctive short-stories, "novelettes." Whit Burnett, Martha Foley. Moderate rates, Pub.
- This Week, 420 Lexington Ave., New York. (W-newspaper supplement) Romance, mystery, adventure, humorous short-stories up to 3500; short-stories under 1500; short articles on popular science, adventure, glamorous personalities, sports, news, subjects making for a better America, up to 1500; inspirational editorials 800-1000; fillers, cartoons, short animal material; appealing animal photos. Mrs. William Brown Meloney. Short-stories \$150-\$1000; articles \$150-\$400, Acc. (No war fiction.)
- Toronto Star Weekly, The, 80 King St. W., Toronto, Canada. (W-10) Feature articles Canadian appeal. Novels, 45,000 or over; serials 18-40,000; short-stories 2-5000; love-adventure, romantic, mystery, sport, etc., themes. No "defeatist" material. Present need: love stories under 3500. A. H. Newman, fiction Ed. Varying rates, Acc.
- Town and Country, 572 Madison Ave., New York. (M-50) Articles with photos on personalities, travel, sports, topical events, satire, unusual subjects and places, 1000-3000. Harry A. Bull. Varying rates.
- Travel, (McBride) 116 E. 16th St., New York. (M-35) Illustrated travel, exploration, adventure articles 1500 to 5000; photos. Coburn Gilman. 1c. \$3 to \$5 per photo, Pub.
- Virginia Quarterly Review, 1 West Range, Charlottesville, Va. (Q-75) Exceptional literary, scientific, political essays 3000-5000; short-stories of high standard; little verse. Archibald Shepperson. Prose, \$5 a page; verse 50c line, Pub.
- Westways, 2601 So. Figueroa St., Los Angeles, Calif. (M-20) Articles 1500, photos of out-of-door California, natural science, history, biography. Phil Townsend Hanna. $\frac{1}{2}$ payment by negotiation. Acc.
- Woodmen of the World Magazine, 608 Insurance Bldg., Omaha, Nebr. (M-5) Out-of-door fiction with an appeal to men, 1000-1500. H. L. Rosenblum. \$5 per story, Acc.
- World Opinion, 35 West 32nd St., New York. (M-15) Novelettes, articles, essays, 500-1000; cartoons and cartoon ideas; all reflecting current opinion. Richard I. Moses and Saul Feder. No payment at present.
- Yale Review, Box 1720, New Haven, Conn. (Q-1) Articles on current political, literary, scientific, art subjects 5000-6000. William Clyde DeVane, Edward S. Furniss, Arnold Wolfers. Good rates, Pub.
- Yankee, Dublin, N. H. (M-25) Short-stories up to 2500, articles, essays, 1200-2500; fillers, photos, all of Yankee flavor. Robb Sagendorph. 1c, Acc. or Pub. (Overstocked on fillers and poetry.)
- Your Life, The Popular Guide to Desirable Living, 354 4th Ave., New York. (M-25) Inspirational, helpful articles on living, 1200-2500; fillers. Douglas Lorton. First-class rates, Acc.
- Your Personality, 354 4th Ave., New York. (B1-M-25) Not an open market. Douglas Lorton.
- Zest, 330 W. 42nd St., New York. (M) Light, satirical fiction; smart articles and photographs. Maximum length 1500, with 750 preferred. Any subject. No girl subjects in photos. Good rates.

WOMEN'S AND HOME MAGAZINES

- American Cookery, 221 Columbus Ave., Boston 17. (M-15) Short-stories on domestic science 2000-3000; essays 1000-2500; short-stories 1000-3000. 1c up, Acc.
- The Better Home, 161 8th Ave., N., Nashville, Tenn. (Q-10) Short-stories 400-1000; editorials to 900. Elizabeth Denmark. $\frac{1}{4}$ c, Acc. Poetry slightly higher.
- Cameo, 56 Sparks St., Ottawa, Canada. (M-25) Feature articles and fashion 100-1500; photos, art work. Harrison B. Williams. 1c up, photos \$3 to \$10, Acc.
- Canadian Home Journal, 73 Richmond St., W., Toronto, Ont. (M-10) Short-stories up to 5000, 4 to 6-part serials; articles of interest to Canadian women 2500. W. Dawson. Good rates, Acc.
- Catholic Women's World, The, 600 S. Michigan Ave., Chicago. (M-25) Entertaining short-stories 2000-3000, novelettes 5-10,000, serials 20-40,000; domestic feature articles 1500-3000; cartoons. Florence E. Cox. About 1c, Pub. (Slow.)
- Chatelaine, (Maclean) 481 University Ave., Toronto, Canada. (M-10) Short-stories, love, married-life, parental problems, mystery, adventure, 3500-5000; short serials. Articles, Canadian interest, up to 2000. Byrne Hope Sanders. 1c up, Acc.
- The Christian Family and Our Missions, 365 Ridge Ave., Evanston, Ill. (M-10) Catholic family magazine using wholesome short-stories, 1000-2500, and suitable verse. Frederic M. Lusk, S. V. D. $\frac{1}{2}$ to 1c, verse, 5-10c a line, Acc.
- Club Women's Digest, 401 Bridger Bldg., Philadelphia. (Q) Domestic and feature articles. Mary S. Powell. $\frac{1}{4}$ c, Acc.

Daughters of America Magazine, Youngstown, O. (M-free) Council news of Daughters of America. Max C. Roth. 50c 3 agate lines, Pub.

Everywoman's Magazine, 501 Madison Ave., New York. (M-3) Love, romance, humor short-stories up to 6000; serials, 3-4 parts, 6000 each; articles 1000-1500; short verse. Elita Wilson. \$35 to \$150. Acc.

Family Circle Magazine, The, 400 Madison Ave., New York (W-gratis) Overbought and not in market for anything right now. H. H. Evans. Good rates.

Fan Fare, Balfour Bldg., 351 California St., San Francisco, Calif. (Bi-W) Short-stories 3000; illustrated articles, 1500 to 3000, domestically slanted, "fan" theme desired—radio, movies, sports, travel, hunting, adventure, etc. Short lengths \$5, longer \$10. Acc.

Fashion, 420 Lexington Ave., New York. (M) Articles on fashions in entertaining, travel, fun, people, living, and manners, to appeal to women of all ages and in all income groups. Good rates, Acc.

Glamour, (Conde Nast) 420 Lexington Ave., New York. (M-15) A fashion and beauty magazine; light articles also about Hollywood and young career women.

Good Housekeeping, (Hearst) 57th St. and 8th Ave., New York. (M-25) Young love short-stories up to 5000; serials. Article ideas, articles, verse. W. F. Bigelow. 5c up. Acc.

Harper's Bazaar, 572 Madison Ave., New York. (M-50) Very little fiction; no poetry. Prefers articles in outline form. George Davis. Good rates, Acc.

Holland's, The Magazine of the South, Main and 2nd Sts., Dallas, Tex. (M-10) Articles of interest to Southern women 1000-1500; love, outdoor, domestic short-stories 4000-5000; serials 60-80,000; verse. Claude Wier. 1½c up, photos \$2 up. Acc.

Household Magazine, 8th and Jackson Sts., Topeka, Kans. (M-20) Household and general articles, short-stories about 1000, also 2500-5000; serials 20,000-30,000. Nelson Antrim Crawford. 2c up, verse 50c line, Acc.

Independent Women, 1819 Broadway, New York. (M-15) Articles expressing woman's viewpoint on social and economic matters, business and professional women's problems, stories of women's success in business. 1200-2000. Verse 2-5 stanzas. Winifred Willson. \$10-\$35 per article, verse \$2-\$5. Acc.

Ladies' Home Journal, (Curtis) Independence Sq., Philadelphia. (M-10) articles 1000-5000; short-stories 3000-6000, serials, one-parters, short lyric verse. Bruce Gould, Beatrice Blackmar Gould. First-class rates, Acc.

Mademoiselle, (S. & S.) 1 E. 57th St., New York. (M-25) Short-stories of smart young women, ages 17-30, 1500-3000; articles up to 2500; light, brisk, personality sketches; cartoons. Betsy Talbot Blackwell. 2c, \$50 per short-story, Pub.

Mayfair, (MacLean) 481 University Ave., Toronto, Canada (M-25) Society, fashion, sport articles, Canadian interest. J. Herbert Hodgins. 1c, Pub.

McCall's Magazine, (McCall) 230 Park Ave., New York. (M-10) Serials, complete novels, short-stories, short-short articles (850 wds.) Otis L. Wiesse. First-class rates, Acc.

National Home Monthly, (Home Pub. Co.) Bannatyne and Dagmar Sts., Winnipeg, Man., Canada. (M-10) illustrated feature articles; short-stories, 5500; novelettes, 25,000; serials 60,000; verse. L. E. Brownell. Good rates, Acc.

Parents' Magazine, The, 52 Vanderbilt Ave., New York. (M-25) Articles on family relationships, child care, homemaking, etc. 2000-2500. Clara Savvas Littlefield. 1½c. Acc.; jokes, recipes, verse; shorts on childhood and teen-age problems, \$1 each, Pub.

Vogue, Incorporating Vanity Fair, (Conde Nast) 420 Lexington Ave., New York. (2M-35) Articles on unusual travel, social activities, fashionable women's interests; essays on fads, follies, etc. 1500-2000; photos. No poetry, no fiction. Edna W. Chase. Good rates, Acc.

Woman, The, 420 Lexington Ave., New York. (M-10) Non-fiction of interest to women, 2000. Lorna Farrell. Varying rates, Acc.

Woman's Day, 99 W. 44th St., New York. (M) Fiction, 3000-6000, with human interest appeal on subjects of general interest to American housewives and mothers; 5-part serials, 35,000-60,000; articles, 1600. Mrs. Eileen Tighe. Rates on arrangement.

Woman's Home Companion, (Crowell-Collier) 250 Park Ave., New York. (M-10) Women's and household interests. Articles, short-stories 2500-6000, serials up to 70,000. Gertrude B. Lane. First-class rates, Acc.

You and Your Child, Larchmont, N. Y. (M) Articles on child care; verse; fillers; photos. Eric Kent. 1c for original matter; ½c for reprint; \$2 photos, Pub.

ALL-FICTION OR "PULP" MAGAZINES

GENERAL ADVENTURE

(Also Special Classifications not Grouped Elsewhere)

Adventure, (Popular) 205 E. 42nd St., New York. (M) Distinctive adventure short-stories, novelettes. Kenneth White. 1½c up, fillers 1c, Acc.

Argosy, (Munsey) 280 Broadway, New York. (W-10) Good fiction, every variety, sound characters, romantic elements, colorful background. Short-stories 1000-7000; novelettes 10,000-17,000; serials up to 75,000 (installments 10,000-12,000). George W. Post. Good rates, Acc.

Blue Book, (McCall) 230 Park Ave., New York. (M-15) Mystery and adventure short-stories, novelettes, serials, and book length novels. Real-experience contests. Donald Kennicott. Good rates, Acc.

Do Savage Magazine, (S. & S.) 79 7th Ave., New York. (M-15) Action-adventure short-stories about 4000, American heroes, any locale. John L. Nanovic. 1c up. Acc.

Fifth Column Stories, (Frank A. Munsey Co.) 280 Broadway, New York. (Bi-M-10) Articles to 3000, dealing with activities of Fifth Column agencies in this country; shorts 1500-6000; novelettes 8000-11,000; lead novel by contract only. John Earl Davis. Good rates, Acc.

Five Novels, (Dell) 149 Madison Ave., New York. (M-20) Western, adventure, sport, mystery novels 15,000-20,000, love interest. F. A. McChesney. 1½c. Acc.

Jungle Stories, (Fiction House) 461 8th Ave., New York. (Q-20) Adventure short-stories, novelettes of the African jungles. Malcolm Reiss. 1c, Acc.

Rod Star Adventures (Munsey) 280 Broadway, New York. (Bi-M-10) Outdoor action stories, South Sea, India, Orient, preferred as backgrounds. Lead novel on contract only. Novelettes, 10,000-12,000; short-stories 5000-6000. G. Post. Good rates, Acc.

Sea Novel Magazine (Munsey), 280 Broadway, N. Y. (Bi-M) 35,000 word novelettes; short stories; fact articles. M. Gnaedinger. Good rates, Acc.

Short Stories, 9 Rockefeller Plaza, New York. (2-M-25) Adventure, mystery, outdoor short-stories up to 6000, novelettes 10,000-12,000; complete novels; serials 25,000-60,000; fillers 50-500. True adventures up to 1000. Dorothy McIlwraith. Good rates, Acc.

Thrilling Adventures, (Thrilling) 22 W. 48th St., New York. (M-10) Action short-stories 1000-6000. Foreign locales; American heroes; slight woman interest. Leo Margulies, Ed. director. 1c up, Acc.

12 Adventure Stories, (Ace Mags.) 67 W. 44th St., New York. (Bi-M-15) Adventure short-stories. Harry Widmer, ½c. Acc. (Stocked at present.)

Wizard, The, (S. & S.) 79 7th Ave., New York. (Bi-M-10). Novel by arrangement. Fast paced shorts of money making schemes, promotions 3100 to 5000. Charles Moran. 1c up, Acc.

DETECTIVE—CRIME—MYSTERY—GANGSTER

Ace G-Man Magazine, (Popular) 205 E. 42nd St., New York. (Bi-Mo-10) Short-stories, novelettes 9000, novels 15,000, involving activities of G-Men. Rogers Terrill, Ed. director; Loring Dowst, Ed. 1c, Acc.

Avenger, The, (S. & S.) 79 7th Ave., New York. (Bi-M-10) Complete novel by arrangement. Fast-paced, modern short-stories, detective heroes. John L. Nanovic. 1c up, Acc.

Black Book Detective, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Book-length novel arranged for. Fast-action detective short-stories. Leo Margulies, editorial director. ½c, Acc.

Black Mask, (Fictioneers, Inc.) 210 E. 43rd St., New York. (M-15) Crime-detective fiction. 1c, Acc.

Clues-Detective Stories, (S. & S.) 79 7th Ave., New York. (Bi-M-10) Fast-paced, lively detective stories, woman interest, strong menace, unusual conditions; short-stories up to 5000; novelettes 8-20,000. John L. Nanovic. 1c up, Acc.

Daring Detective and Western Stories (Albion Pub.), 19 E. 48th St., New York. (M) Adult detective and western fiction, 3000-6000. Gary Albert. ½c to 1c, Acc. to known writers, Pub. to unknown.

Detective Fiction Weekly, (Munsey) 280 Broadway, New York. (W-10) Detective, crime, mystery short-stories 1000-7000; novelettes 9,000-15,000; serials 40,000-80,000. Fact stories of murder mysteries 2000-6000. Kendall Crossen. Good rates, Acc.

Detective Novels (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Detective novels, 25,000; short-stories. Leo Margulies, editorial director. ½c, Acc.

Detective Short-Stories, (Red Circle) 330 W. 42nd St., New York (Bi-M-10) Detective short-stories up to 7000. Robert O. Erisman. ½ to 1½c, Acc.

Detective Story, (S. & S.) 79 7th Ave., New York. (M-10) Detective short-stories 2500-5000; novelettes up to 20,000. Hazlett Kessler. 1c up, Acc.

Detective Tales, (Popular) 205 E. 42nd St., New York. (M) Emotional short-stories, crime background, up to 4000; detective-mystery-menace novelettes 9000; novels 15,000; dramatic situations, glamorous detective action. Rogers Terrill, Ed. director; Loring Dowst, Ed. 1½c up to 3000, 1c up over 3000. Acc.

Dime Detective Magazine, (Popular) 205 E. 42nd St., New York. (M-20) Mystery, action short-stories 5000, emphasizing menace and horror; novelettes 10,000-15,000. Kenneth White. 1c up, Acc.

Double Action Detective (Double Action) 60 Hudson St., New York. (Bi-M) Detective short-stories, novelettes. A. J. Sundell. ½c up, Pub.

Double Detective, (Munsey) 280 Broadway, New York. (M-10) Mystery, crime, detective short-stories 1000-6000, novelettes 10,000-12,000. Paul Johnston. Good rates, Acc.

Exciting Detective, (Thrilling) 22 W. 48th St., New York. (Q-10) Detective short-stories 1000-6000; novelettes 7000-10,000. Leo Margulies. ½c up, Acc.

Gangland Detective, (Double Action) 60 Hudson St., New York. (Bi-M) Short-stories, novelettes, of sensational crime and underworld theme. ½c, Pub. (Slow.)

Ghost Detective, The, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Book-length novel on assignment. Short detective and crime stories 1000-6000. Leo Margulies, Ed. director. ½c, Acc.

G-Men, (Thrilling) 22 W. 48th St., New York. (M-10) Glamorous short-stories around activities of F.B.I. 1000-6000; novelettes 7000-10,000. Leo Margulies. 1c up, Acc.

G-Man Detective, (Thrilling) 22 W. 48th St., New York. (M-10) Glamorous, fast-action detective short-stories 1000-6000; novelettes 7000-10,000. Leo Margulies. 1c up, Acc.

The Masked Detective, (Thrilling) 22 W. 48th St., New York. (Q-10) Book-length novels arranged for. Fast-action detective short-stories. Leo Margulies. ½c up, Acc.

Mystery Novel of the Month, 1476 Broadway, New York. (M) Now considering original mystery material, 40,000-45,000. Lionel White. Up to \$500, Acc.

Operator No. 5 (Popular) 205 E. 42nd St., New York. (M-20) Secret service short-stories up to 5000; lone-hanged struggle against large foreign espionage odds. Rogers Terrill, Ed. director; Loring Dowst, Editor. 1c, Acc.

Phantom Detective, The, (Thrilling) 22 W. 48th St., New York. (M-10) Fast-action detective, crime short-stories 1000-6000. Leo Margulies, Ed. Director. 1c up, Acc.

Popular Detective, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Detective short-stories, 1000-6000; novelettes 7000-10,000. Leo Margulies. ½c, Acc.

Secret Agent "X", (Ace Mags.) 67 W. 44th St., New York. (M-10) Detective, G-man short-stories. Harry Widmer. ½c up, Acc. (Stocked at present.)

Shadow Magazine, (S. & S.) 79 7th Ave., New York. (2M-10) Action detective short-stories 1500-6000, detective or police heroes. John L. Nanovic. 1c up, Acc.

Spider, The, (Popular) 205 E. 42nd St., New York. (M-10) Short-stories of volunteer crime fighters up to 5000; novel arranged for. Rogers Terrill, Ed. director; Loring Downt, Ed. 1c up, Acc.

Strange Detective Mysteries, (Popular) 205 E. 42nd St., New York. (BI-M-10) Bizarre mystery-detective short-stories up to 6000, novelettes 8-10,000, novels 15,000. Rogers Terrill, Ed. Dir.; Steve Farrelly, Ed. 1c up, Acc.

Street & Smith's Mystery Magazine, (S. & S.) 79 7th Ave., New York. (BI-M-10) Short-stories, novelettes up to 15,000, dealing with crime, with a strong mystery background and menace. John L. Nanovic. 1c up, Acc.

Ten Detective Aces, (Ace Mags.) 67 W. 44th St., New York (M-10) Dramatic detective, mystery short-stories 1800-5000, novelettes 10-12,000, woman interest welcome. Harry Widmer. 1c, Acc. or shortly after.

10-Story Detective, (Ace Mags.) 67 W. 44th St., New York. (BI-M) Short-stories 3000-5000, novelettes 10-12,000. Harry Widmer. 1/2c up, Acc.

Thrilling Detective, (Thrilling) 22 W. 48th St., New York. (M-10) Action-detective short-stories 1000-6000; novelettes 7000-10,000; novels 15,000-20,000. Leo Margulies. 1c up, Acc.

Whisperer, The, (S. & S.) 79 7th Ave., New York. (BI-M-10) Complete novel by arrangement. Short-stories, fast detective action. John L. Nanovic. 1c, Acc.

WESTERN: MALE INTEREST

Ace High, (Fictioneers, Inc.) 210 E. 43rd St., New York. (M) Western short-stories, novelettes. 1/2c, Acc.

All-Nowel Western, (Ace Mags.) 67 W. 44th St., New York. (M-15) Western short-stories 3000-5000, novelettes 12,000. Harry Widmer. 1/2c, Acc.

Best Western (Red Circle) 330 W. 42nd St., New York (BI-M-10) Short-stories, 5,000-10,000; novels, 30,000. Robert O. Erisman. 1/2 to 1 1/2c, Acc.

Big Book Western, (Popular) 205 E. 42nd St., New York. (BI-M-15) A few short stories 5000. Western novelettes 10,000; novels 30,000; Western fact articles 1500. Rogers Terrill, Ed. director; Willard Crosby, Ed. Up to 1/2c, Acc.

Big Chief Western, (Munsey) 280 Broadway, New York. (M) Western stories with strong Indian interest; short-stories, 2500-6000; novelettes, 10,000-12,000; lead story on contract only. B. Mitchell. Good rates, Acc.

Blue Ribbon Western, (Double Action) 60 Hudson St., New York. (BI-M) Western short-stories, novelettes, 2000-15,000; novels 20,000-40,000. Cliff Campbell. 1/2 to 1 1/2c, Pub. (Slow.)

Complete Western Book, (Red Circle) 330 W. 42nd St., New York. (BI-M-15) Western short-stories 5000-7500; novels 60,000. Robert O. Erisman. 1/2 to 1 1/2c, Acc.

Crack Shot Western, (Munsey) 280 Broadway, New York. (BI-M) Reprint Western fiction.

Dime Western Magazine, (Popular) 205 E. 42nd St., New York. (M-10) Vigorous, human Western short-stories 2000-6000; novelettes 10,000; novels 18,000; emotional interest, realistic characterization. Rogers Terrill, Ed. director; Michael Tilden, Ed. 1c up, Acc.

Exciting Western, (Thrilling) 22 W. 48th St., New York. (Q-10) Western action-packed short-stories 1000-6000; novelettes 7000-10,000. Leo Margulies. 1/2c up, Acc.

44 Western, (Popular) 205 E. 42nd St., New York. (BI-M-10) Western short-stories 4000-6000, novelettes 9000-15,000. Willard Crosby. 1c up, Acc.

Frontier Stories, (Fiction House) 461 8th Ave., New York. (Q-20) Western historical short-stories, novelettes, of covered-wagon days. Malcolm Reiss. 1c, Acc.

Lariat Story Magazine, (Fiction House) 461 8th Ave., New York. (BI-M-20) Fast moving, colorful stories, ranch-and-range locale, good woman interest 10,000. Malcolm Reiss. 1c, Acc.

Masked Rider Western (Thrilling) 22 W. 48th St., New York (BI-M-10) Book-length novels arranged for on assignment. Leo Margulies, editorial director. 1/2c, Acc.

New Western, (Fictioneers, Inc.) 210 E. 43rd St., New York. (M) Western short-stories, to 6000; novels 12,000-15,000; novelettes, 9000-12,000. 1/2c, Acc.

Popular Western, (Thrilling) 22 W. 48th St., New York. (BI-M-10) Western short-stories 1000-7000; novelettes 8000-10,000; short novels up to 15,000. Leo Margulies. 1/2c, Acc.

Range Riders Western (Thrilling) 22 W. 48th St., New York. (BI-M-10) Book-length novels on assignment; short-stories 1000-6000. 1/2c, Acc.

Rio Kid Western, The, (Thrilling) 22 W. 48th St., New York. (BI-M-10) Book-length novel on assignment. Pioneer and frontier short-stories 1-6000. Leo Margulies, Ed. director. 1/2c, Acc.

Silver Buck, (Munsey) 280 Broadway, New York. (BI-M-10) Short-stories 2500-6000; novelettes, 10,000-12,000; lead novel on contract only. Paul Johnston. Good rates, Acc.

Star Western Magazine, (Popular) 205 E. 42nd St., New York. (M-15) Dramatic, emotional, colorful stories of the old west, girl interest, about 10,000. Rogers Terrill, Ed. director; Michael Tilden, Ed. 1c up, Acc.

Sure-Fire Western, (Ace Mags.) 67 W. 44th St., New York. (BI-M) Western short-stories, novelettes 10-15,000. Harry Widmer. 1/2c up, Acc. (Stocked at present.)

10 Story Western, (Popular) 205 E. 42nd St., New York. (M-10) Dramatic human-interest Western short-stories up to 5000; novelettes 9000; novels 15,000. Rogers Terrill, Ed. director; Willard Crosby, Ed. 1c up, Acc.

Texas Rangers, (Thrilling) 22 W. 48th St., New York. (BI-M-10) Fast-moving, action-packed short-stories, Western law man's viewpoint, 1000-6000. Leo Margulies. 1c up, Acc.

Thrilling Western, (Thrilling) 22 W. 48th St., New York. (M-10) Action-packed thrilling Western short-stories 1000-6000; novelettes 8000-10,000; novels 15,000-20,000. Slight girl interest permissible. Leo Margulies. 1c up, Acc.

Two-Gun Western Novels, (Red Circle) 330 W. 42nd St., New York. Western novelettes, short-stories; novels up to 30,000. Robert O. Erisman. 1/2 to 1 1/2c, Acc.

West, (Thrilling) 22 W. 48th St., New York. (BI-M-15) Book-length novels arranged for on assignment. Leo Margulies, editorial director. 1/2c, Acc.

Western Aces, (Ace Mags.) 67 W. 44th St., New York. (BI-M) Emotional Western short-stories up to 5000; novelettes 10,000 and 15,000, with strong human interest—range, outlaw, railroads, frontier, etc. Harry Widmer. 1/2c up, Acc. or shortly after.

Western Action, (Double Action) 60 Hudson St., New York. (BI-M-15) Dramatic Western short-stories, novelettes, 2000-15,000, novels 20,000-40,000. Cliff Campbell. 1/2 to 1c, Pub.

Western Adventures (S&S) 79 7th Ave., New York. (BI-M-10) Fast action shorts up to 5000; novelettes 10,000-15,000. John Burr. 1c up, Acc.

Western Fiction, (Red Circle) 330 W. 42nd St., New York. (BI-M-10) Western short-stories, 3000-7000; novelettes 20,000. Robert O. Erisman. 1/2 to 1 1/2c, Acc.

Western Novel and Short Stories, (Red Circle) 330 W. 42nd St., New York. (BI-M-15) Western short-stories 5000-7000; novelettes 10,000-20,000; novels to 60,000. Robert O. Erisman. 1/2 to 1 1/2c, Acc.

Western Novel of the Month, 1476 Broadway, New York. (M) One book-length Western novel monthly, 40,000-45,000. Lionel White. Up to \$500, Acc.

Western Short Stories, (Red Circle) 330 W. 42nd St., New York. (Q-10) Needs Western short-stories from 1500 to 8000. Robert O. Erisman. 1/2 to 1 1/2c, Acc.

Western Story, (S. & S.) 79 7th Ave., New York. (W-10) Western short-stories up to 5000; complete novels 20,000; serials up to 65,000, 12,000-word installments. John Burr. Good rates, Acc.

Western Trails, (Ace Mags.) 67 W. 44th St., New York. (M-10) Western action short-stories up to 5000; novelettes 10-12,000. Harry Widmer. 1/2c up, Acc. or shortly after.

Wild West Weekly, (S. & S.) 79 7th Ave., New York. (W-10) Western short-stories 1000-3000, novelettes 8000-10,000; novels 20,000. F. L. Stebbins, Jr. Good rates, Acc.

SPORT

Ace Sports, (Ace Mags.) 67 W. 44th St., New York. (BI-M) All sports, college and pro, 3 months in advance of season. Sports 5000 or less, novelettes 10-12,000; strong character conflict. Harry Widmer. 1/2c up, Acc. or shortly after.

Blue Ribbon Sports, (Double Action) 60 Hudson St., New York. (BI-M-10) Sport short-stories, novelettes 2000-15,000. A. J. Sundell. 1/2c up, Pub. (Slow.)

Complete Sports, (Red Circle) 330 W. 42nd St., New York. (BI-M-15) Sport short-stories, novelettes. Robert O. Erisman. 1/2 to 1 1/2c, Acc.

Dime Sports, (Popular) 205 E. 42nd St., New York. (M-10) Sport short-stories 4000-6000; novelettes 10,000-12,000, youthful collegiate or professional players, actual games featured. Woman interest not desirable. Submit three months ahead of season. Alden H. Norton. 1c up, Acc.

Fight Stories, (Fiction House) 461 8th Ave., New York. (Q-20) Ring-action short-stories, novelettes. Malcolm Reiss. 1c, Acc. (Overstocked except on current-interest ring articles.)

Popular Sports (Thrilling) 22 W. 48th St., New York. (BI-M-10) Sport short-stories 1000-6000. Book-length novels by arrangement. Mature angle, slight woman interest allowed. Leo Margulies. 1/2c, Acc.

Sporting News, The, 10th & Olive Sts., St. Louis. (W) Feature stories, 2000-3000, with pictures on organized baseball and players. Edgar C. Brandt. \$6 col., Acc.

Sports Action, (Red Circle) 330 W. 42nd St., New York. (BI-M-10) Short-stories up to 15,000. Robert O. Erisman. 1/2 to 1 1/2c, Acc.

Sports Fiction, (Double Action) 60 Hudson St., New York. (BI-M-15) Sport short-stories, novelettes 2000-15,000. A. J. Sundell. 1/2c, Pub. (Slow.)

Sports Novels, (Popular) 205 E. 42nd St., New York. (BI-M-10) Sport novelettes 10,000; short-stories 5000-6000; fact articles 3000. Alden Norton. 1c up, Acc.

Sport Story Magazine, (S. & S.) 79 7th Ave., New York. (M-10) Competitive sport short-stories up to 5000; novelettes 10-12,000. (Query on articles.) Charles Moran. Good rates, Acc.

Sports Winners, (Double Action) 60 Hudson St., New York. (BI-M-10) Sport short-stories, novelettes 2000-15,000. A. J. Sundell. 1/2 to 1 1/2c, Pub. (Slow.)

Ten Story Sports, (Double Action) 60 Hudson St., New York. (M) Sport short-stories, novelettes 2000-10,000. A. J. Sundell. 1/2 to 1 1/2c, Pub. (Slow.)

Thrilling Football, (Thrilling) 22 W. 48th St., New York. (Semi-An-15) Gridiron stories, woman interest allowed. Shorts 1000-6000; novelettes 8000-10,000; short novels 15,000-30,000. Leo Margulies. 1/2c up, Acc.

Thrilling Sports, (Thrilling) 22 W. 48th St., New York. (BI-M-10) Sport short-stories 1000-6000, novelettes 7500-10,000; mature angle, woman interest allowed. Leo Margulies. 1c up, Acc.

12 Sports Aces, (Ace Mags.) 67 W. 44th St., New York. (BI-M-10) Sport short-stories 3000-5000, novelettes 10,000. Harry Widmer. 1/2c, Acc.

WAR—AIR—AIR-WAR

Air War, (Thrilling) 22 W. 48th St., New York. (Q-10) Stories of to-day's war in the air. Shorts 1000-6000; novelettes 7000-10,000. Leo Margulies. 1/2c up, Acc.

Battle Birds, (Fictioneers, Inc.) 210 E. 43rd St., New York. (BI-M) Air-war short-stories, novelettes. Alden Norton. 1/2c, Acc.

Captain Combat, (Fictioneers, Inc.) 210 E. 43rd St., New York. Air-war short-stories, novelettes. 1/2c, Acc.

Dare-Devil Aces, (Popular) 205 E. 42nd St., New York. (M-10) Thrilling Western-front air short-stories 3000-6000, novelettes 10,000-12,000. Alden Norton. 1c up, Acc.

Fighting Aces, (Fictioneers, Inc.) 210 E. 43rd St., New York. (BI-M) War-air stories. Alden Norton. 1/2c, Acc.

G-8 and His Battle Aces, (Popular) 205 E. 42nd St., New York. (M-10) Closed market. Alden Norton.

Lone Eagle, The. (Thrilling) 22 W. 48th St., New York. (BI-M-10) Thrilling old-war and to-day's war-air and commercial air short-stories 1000-6000. Leo Margulies, Ed. director. 1c up, Acc.

Sky Aces. (Ace Mags.) 67 W. 44th St., New York. (BI-M-15) Not now in market for MSS. David Cooke.

Sky Fighters. (Thrilling) 22 W. 48th St., New York. (BI-M-10) No more war stories. Stories of American soldiers-of-fortune in the air, all over the world; modern commercial flying; sabotage; Fifth Column activities in aviation industry, etc. 1000-6000; novels, 15,000. Leo Margulies, Ed. director. 1c up, Acc.

Wings. (Fiction House) 461 8th Ave., New York. (Q-20) Modern, up-to-date war-air novelettes 15,000. Malcolm Reiss. 1c, Acc.

SUPERNATURAL—WEIRD—HORROR

Dime Mystery. (Popular) 205 E. 42nd St., New York. (M-10) Thrills, fantastic detective-mystery action in novels 17,000; novelettes 5000-10,000; short-stories up to 5000; love interest. Rogers Terrill, Ed. director; Steve Farrelly, Ed. 1c up, Acc.

Fantastic Novels. (Munsey) 280 Broadway, New York. (M) Short-stories 2000-6000. Mary Gnaedinger. Good rates, Acc.

Horror Stories. (Popular) 205 E. 42nd St., New York. (BI-M-15) Mystery, terror short-stories up to 6000; novelettes 10,000-15,000. Rogers Terrill, Ed. Dir.; Steve Farrelly, Ed. 1c up, Acc.

Red Star Mystery. (Munsey) 280 Broadway, New York. (M) Stories of the supernatural with logical explanation; lead novel on contract only; novelettes, 10,000-12,000; short-stories 2000-6000. Good rates, Acc.

Strange Stories. (Thrilling) 22 W. 48th St., New York. (BI-M-10) Weird, uncanny short-stories, novelettes. Leo Margulies, Ed. director. 1/2c, Acc.

Terror Tales. (Popular) 205 E. 42nd St., New York. (BI-M-15) Mystery-terror short-stories with eerie overtones, love interest, 5000; novelettes 10,000; novels 17,000. Rogers Terrill, Ed. director; Steve Farrelly, Ed. 1c up, Acc.

Thrilling Mystery. (Thrilling) 22 W. 48th St., New York. (BI-M-10) Horror-terror stories, detective-mystery angle, woman interest, 1000-10,000. Query on 20,000-word lead novels. Leo Margulies. 1c up, Acc.

Weird Tales. 9 Rockefeller Plaza, New York. (BI-M-15) Supernatural, bizarre, weird, pseudo-scientific short-stories up to 6000; novelettes up to 15,000; verse up to 30 lines. D. McIlwraith. 1c, verse 25c line, Pub.

SCIENCE FICTION—FANTASY

Amazing Stories. (Ziff-Davis) 608 S. Dearborn St., Chicago. (M-20) Science-fiction short-stories 2000-5000, novelettes 10-12,000; novels 15-30,000; non-fiction science articles 500-1500. B. G. Davis. 1c up, Acc.

Astonishing Stories. (Fictioneers, Inc.) 210 E. 43rd St., New York. (BI-M) Science short-stories novelettes. 1/2c, Acc.

Astounding Science Fiction. (S. & S.) 79 7th Ave., New York. (M-20) Science short-stories up to 6000, novelettes 10-12,000, 15-18,000; serials 24-60,000. John W. Campbell, Jr. 1c up, Acc.

Captain Future. (Thrilling) 22 W. 48th St., New York. (BI-M-15) Book-length novel on assignment. Short pseudo-science stories 1-6000. Leo Margulies, Ed. director. 1/2c, Acc.

Comet, The. 215 4th Ave., New York. (M) Pseudo-scientific stories, 5000-6000; novelettes, 8,000-16,000. Orlin Tremaine. 1c, Acc.

Daring Science and Fantasy (Albion Pubs.), 19 E. 48th St., New York. (M) Pseudo-science and stories of sheer fantasy. Novelettes 10,000-12,000; short stories down to 1000. Gary Albert. 1/2c to 1c, Acc. to known writers, Pub. to unknown. (Scheduled for December.)

Famous Fantastic Mysteries. (Munsey) 280 Broadway, New York. (M-20) Fast-moving science-fiction, space-adventure, weird short-stories 4000-9000. Miss Mary Gnaedinger. Good rates, Acc.

Fantastic Adventures. (Ziff-Davis) 608 S. Dearborn St., Chicago. (BI-M-20) Pseudo-scientific short-stories 2500-6000, novelettes 10-12,000, 15-30,000. B. G. Davis. 1 to 2c, Acc.

Future Fiction. (Double Action) 60 Hudson St., New York. (BI-M-15) Pseudo-science, fantasy short-stories, novelettes. Chas. Hornig. 1/2c up, Pub. (Slow.)

Marvel Stories (Red Circle) 330 W. 42nd St., New York. (BI-M-15) Stories with future science or fantastic background 2000-10,000. Robert O. Erisman. 1/2 to 1 1/2c, Acc.

Planet Stories. (Fiction House) 461 8th Ave., New York. (Q-20) Thrilling short-stories, novelettes, of future worlds. Must have good adventure feel. Malcolm Reiss. 1c, Acc.

Science Fiction. (Double Action) 60 Hudson St., New York. (BI-M-15) Pseudo-science short-stories, novelettes. Chas. Hornig. 1/2c up, Pub.

Startling Stories. (Thrilling) 22 W. 48th St., New York. (BI-M-15) Book-length science-fiction novels, short-stories. Leo Margulies, Ed. director. 1/2c up, Acc.

Super Science Stories. (Fictioneers, Inc.) 210 E. 43rd St., New York. (BI-M) Science-fiction short-stories, novelettes. Frederik Pohl. 1/2c, Acc.

Thrilling Wonder Stories. (Thrilling) 22 W. 48th St., New York. (M-15) Pseudo-scientific adventure stories up to 10,000. Leo Margulies. 1c up, Acc.

Unknown. (S. & S.) 79 7th Ave., New York. (BI-M-20) Short stories, novelettes, novels, of pure fantasy. Off-trail verse up to 16 lines. John W. Campbell, Jr. 1c up, Acc.

WESTERN LOVE FICTION

North West Romances. (Fiction House) 461 8th Ave., New York. (Q-20) North-West short-stories, novelettes, romantic flavor. Wallace Foote, 1c, Acc. (Overstocked.)

Ranch Romances. (Warner) 515 Madison Ave., New York. (BI-W-15) Western love short-stories 4000-6000; novelettes 10-12,000; novels 25-30,000; serials under 60,000; fillers up to 500; verse. Fanny Ellsworth. 1c, Acc.

Rangeland Romances. (Popular) 205 E. 42nd St., New York. (M-10) Emotional love short-stories, old West, woman's viewpoint 5000, novelettes 9000; novels 15,000, articles 1000. Rogers Terrill, Ed. director; Willard Crosby, Ed. 1c up, Acc.

Rangeland Sweethearts. (Popular) 205 E. 42nd St., New York. (BI-M-10) Western love stories, modern or period, told from the heroine's viewpoint. Novels 15,000-20,000; short stories and novelettes to 9,000. Rogers Terrill, Ed. director; Willard Crosby, Ed. Up to 1c, Acc.

Romantic Range. (S. & S.) 79 7th Ave., New York. (M-10) Western love short-stories 3000-5000, novelettes 5000-7000. Daisy Bacon. 1c up, Acc.

Thrilling Ranch Stories. (Thrilling) 22 W. 48th St., New York. (BI-M-15) Romantic action Western short-stories, novelettes 1000-10,000, novels 20,000; mostly girl's viewpoint. Leo Margulies. 1c up, Acc.

ROMANTIC LOVE

All Story Love. (Munsey) 280 Broadway, New York. (S-M-10) Romantic fiction based on emotional conflict; short-stories 4000-6000; novelettes up to 10,000; short serials 25,000-30,000. Miss Amita Fairgrieve. Good rates, Acc.

Complete Love. (Ace Mags.) 67 W. 44th St., New York. (M-10) Love short-stories, novelettes, up to 10,000. Rose Wyn. 1/2c up, Acc.

Exciting Love. (Standard) 22 W. 48th St., New York. (M) Lead novel, 30,000; short stories 1000-6000. Leo Margulies. 1/2c, Pub.

Love Book Magazine. (Popular) 205 E. 42nd St., New York. (M-10) Glamorous young love short-stories, novelettes, 3000-12,000; little verse. Jane Little. 1 to 2c, Acc.

Love Fiction Monthly. (Ace Mags.) 67 W. 44th St., New York. (M-10) Plausible, well-written love short-stories 2000-7000; strongly dramatic novelettes 8000-12,000. Romantic verse. Rose Wyn. 1c up, verse 25c line, Acc.

Love Novel of the Month. (Munsey) 280 Broadway, New York. (BI-M) Novels 45,000, short-stories. Amita Fairgrieve. 1c up, Acc.

Love Novelettes. (Fictioneers, Inc.) 210 E. 43rd St., New York. (BI-M) Novelettes, 8000-15,000, with dramatic plots. 1/2c, Acc.

Love Short Stories. (Fictioneers, Inc.) 210 E. 43rd St., New York. (M) Romantic fiction. 1/2c, Acc.

Love Story Magazine. (S. & S.) 79 7th Ave., New York. (W-10) Modern love short-stories 3000; novelettes 6500; 3 to 4-part serials, installments 5000-7000; verse up to 16 lines. Daisy Bacon; Esther J. Ford. Good rates, Acc.

Modern Love. (Red Circle) 330 W. 42nd St., New York. (BI-M-10) Love stories, slightly daring. Shorts up to 7000; novelettes to 15,000. Robert O. Erisman. 1/2c to 1c, Acc.

Popular Love. (Thrilling) 22 W. 48th St., New York. (BI-M-10) Book-length girl angle love novels; will look at detailed synopsis. Around 40,000; shorts, 1,000-6,000. Leo Margulies. 1c, Acc.

Romantic Love. (Double Action) 60 Hudson St., New York. (BI-M) Third person love short-stories, novelettes up to 15,000. Lois Allen. 1/2 to 1c, Pub.

Sweetheart Stories. (Dell) 149 Madison Ave., New York. (M-10) Modern young-love short-stories, strong conflict, 4500-7500. No short shorts or serials. Novels 25,000, novelettes 10,000-20,000. Jeanne Hale. 1 to 1 1/2c, Acc.

Ten Story Love. (Ace Mags.) 67 W. 44th St., New York. (M-10) Love short-stories, novelettes, up to 10,000. Rose Wyn. 1c up, Acc.

Thrilling Love Magazine. (Thrilling) 22 W. 48th St., New York. (M-10) Love short-stories 1000-6000; novelettes, 8000-10,000; novels 15,000, girl's viewpoint. Leo Margulies, Ed. Director. 1c up, Acc.

Variety Love. (Ace Mags.) 67 W. 44th St., New York. (M-10) Love short-stories, novelettes, up to 10,000. Rose Wyn. 1/2c up, Acc.

SEX FICTION

Breezy Stories. 55 W. 3rd St., New York. (M-15) Love short-stories with sex interest 4000-5000; novelettes 8000-10,000. Phil Painter. 1c, Pub. (Slow.)

Spiely Adventure Stories. (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Exotic adventure short-stories involving girls and love up to 5000. Lawrence Cadman. 1c, Acc. (Reported unsatisfactory.)

Spiely Detective Stories. (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Thrilling detective short-stories up to 5000, strong girl interest. Lawrence Cadman. 1c, Acc. (Reported unsatisfactory.)

Spiely Mystery Stories. (Culture Pubs.) 900 Market St., Wilmington, Del. (BI-M-25) Mystery short-stories with girl interest 2500-5500, eerie and terror angles. Lawrence Cadman. 1c, Acc. (Reported unsatisfactory.)

Spiely Western Stories. (Culture Pubs.) 900 Market St., Wilmington, Del. (BI-M-25) Western short-stories, up to 5000, realistic girl-love interest. Lawrence Cadman. 1c, Acc. (Reported unsatisfactory.)

Steeking Parade. (Arrow Pubs.) 125 E. 48th St., New York. (M) Clever, sexy short-stories, 2500-3500, short shorts 1000; fictionalized articles up to 2500; verse, jokes, fillers. Fair rates, Pub.

TRUE CONFESSION

Confession Novel of the Month. (Munsey) 280 Broadway, New York. (BI-M) Short-stories, novels, 45,000 up, Marion Shear. Good rates, Acc. Novel by arrangement only.

Life Story. (Fawcett) 1501 Broadway, New York. (M-10) First-person, confession short-stories, serials, accent on biographical details. Miss Beatrice Lubitz, Supervising Ed. 2c up, Acc.

Modern Romances. (Dell) 149 Madison Ave., New York. (M-10) First-person real-life short-stories up to 6000; 3 and 4-part serials 5000-5500 per installment; short shorts under 3000; book-lengths 15,000; frequent contests for cash prizes. Hazel Berge. 2c, Acc.

Personal Romances. (Ideal) 122 E. 42nd St., New York. (M-10) First-person romances, confession type, strong emotional problem; development of character through experience, 2000-5000, novelettes 6000-7500; light verse. Ethel M. Pomeroy. 1c, Acc.

Popular Romances. (Thrilling) 22 W. 48th St., New York. (BI-M-10) Dramatic, sensational first-person love stories 1000-10,000. Leo Margulies, Ed. Dir. 1/2c, Acc.

Red Star Love Revelations. (Munsey) 280 Broadway, New York. (BI-M) First person novelettes, to 10,000. Marion Shear. Good rates, Acc.

Romantic Story. (Fawcett) 1501 Broadway, New York. (M-10) First person, confession short-stories, strong romantic-sex angles 4000-7000, articles 3000-4000; short shorts 1000-2500. Miss Beatrice Lubitz, Supervising Ed. 2c up, Acc.

Secrets, (Ace Magz.) 67 W. 44th St., New York. (M) Dramatic, first-person stories from real life. Shorts 3000-6000, novelettes 15,000. Rose Wyn. Up to 2c, Acc.

Red Star Secret Confessions, (Munsey) 280 Broadway, New York. (BI-M-10) Short-stories, 2500-7000. Marion Shear. Good rates, Acc.

True Confessions, (Fawcett) 1501 Broadway, New York. (M-10) First-person, confession short-stories 4500-6000, based on sex and romance problems; novelettes 22,000, serials up to 25,000; articles covering social problems, love, marriage, divorce. Miss Beatrice Lubitz, Sup. Ed. 2c up, Acc.

True Experiences, (Macfadden) Chanin Bldg., New York. (M-10) True first-person short-stories, serials 15,000-45,000. Henry Lieferant. Based on 2c, Acc.

True Love and Romance, (Macfadden) Chanin Bldg., New York. (M-15) True, first-person short-stories 1000-8000; serials 15,000-45,000. Henry Lieferant. Based on 2c, Acc.

True Romances, (Macfadden) Chanin Bldg., New York. (M-20) True first-person short-stories 1000-8000; true-story serials 15,000-35,000. Henry Lieferant. Based on 2c, Acc.

True Story Magazine, (Macfadden) Chanin Bldg., New York. (M-15) True first-person short-stories; serials 20,000-45,000. William Jourdan Rapp. Based on 2c, Acc.

TRUE DETECTIVE

Actual Detective, 731 Plymouth Ct., Chicago. (M-15) Fact detective stories of crimes involving women. H. A. Keller. 2c, Acc.

Amazing Detective Cases (Red Circle) 330 W. 42nd St., New York. (BI-M) Fact articles on crime cases with sex, horror, and gore elements. 1500 to 5000 official by-lines preferred. Robert Leves. 1c up, photos \$3, Acc.

Certified Detective Cases, 122 E. 42nd St., New York. Likes a strong element of mystery, but will consider all good stories. 3000-7000. W. H. Koford. \$50, photos \$1, Pub.

Complete Detective Cases, (Red Circle) 330 W. 42nd St., New York. (BI-M) Fact articles on crime cases with sex, horror, and gore elements. 1500-5000, official by-lines preferred. Robert Leves. 1c up, photos \$3, Acc.

Crime Confessions, 11 E. 44th St., New York. (M-15) First-person stories by persons involved in current crimes. 3000-8000; particularly convicted women criminals. Query. Lionel White. 1½c and up, photos extra, Acc.

Crime Detective, 11 E. 44th St., New York. (M-25) Fact detective stories, current, human emotion, sex angle 3000-5000; pictures dealing with crime. Lionel White. 1½c and up, photos extra, Acc.

Daring Detective, (Country Press) 1501 Broadway, New York. (M-15) Solved murder mysteries with accent on woman angle and sex. All fact stories. Author must supply photographs. Always query the editor. Leonard Diegre. 2c up, \$3 for every photograph used, Acc.

Dynamic Detective, (Country Press) 1501 Broadway, New York. (M-10) Dramatic fact stories of crime, chiefly solved murders. Must supply photographs. Always query the editor. Leonard Diegre. 2c up, \$3 for every photograph used, Acc.

Front Page Detective, (Dell) 149 Madison Ave., New York. (M-10) True stories of detective investigations, preferably under official by-lines; strong woman and mystery elements necessary. 5000-6000. Hugh Layne. 2c, photos \$3, Acc.

Headline Detective, (Dell) 149 Madison Ave., New York. (M-10) True stories with pictures involving crimes of passion up to 5000. Good mystery angle necessary. Official by-line preferred. West F. Peterson. 2c, photos \$3, Acc.

Inside Detective, (Dell) 149 Madison Ave., New York. (M-10) True stories of crime investigation under official by-line. 1000-6000; preferably with woman interest. W. A. Swanberg. 2c up, photos \$3 up, Acc.

Master Detective, The, (Macfadden) Chanin Bldg., New York. (M-15) True crime stories 4000-7000. John Shuttleworth. 2c, photos \$1 to \$5, Acc.

Official Detective, 731 Plymouth Ct., Chicago. (M) True detective crime-detection stories under official by-line 5000-7000; photos. H. A. Keller. 2c, Acc.

Real Detective, 1478 Broadway, New York. (M-25) True illustrated crime stories in small town locales, 5000-6000; official by-lines preferred but not imperative. Helene Horvitz. 1½c, photos \$2 to \$5, Acc.

Startling Detective, (Country Press) 1501 Broadway, New York. (M-15) Dramatic fact stories of crime, chiefly solved murders. Must supply photographs. Always query the editor. Leonard Diegre. 2c up, \$3 for every photograph used, Acc.

True, (Country Press) 1501 Broadway, New York. (M-25) Unusual, exciting and sensational true stories of crime, adventure and mystery, with accent on sex. 5000-6000; book-lengths. 20,000. Photographs must be supplied with stories. Always query the editor. Horace Brown. 2c up, \$3 for every photograph used, Acc.

True Detective Mysteries, (Macfadden) Chanin Bldg., New York. (M-25) True detective, crime stories with actual photos, under official by-line. 4000-7000; serials, installments of 6000-7000. Send for detailed instructions and case cards. John Shuttleworth. Basic rate 2c, photos \$2 to \$5, Acc.

Undercover Detective Stories, 1614 N. Broad St., Philadelphia. (M) Illustrated fact-fiction detective stories 1500-5000; fillers on crime topics 50-250. Send synopsis first. J. Clark Samuel. Indefinite rates, Acc.

RURAL—AGRICULTURAL

BROAD GENERAL APPEAL

American Agriculturist, Savings Bank Bldg., Ithaca, N.Y. (BI-W) Poems \$2 apiece, Pub. Cartoons. E. R. Eastman.

Aviculture, 201 Progress-Bulletin Bldg., Pomona, Calif. (M) News, articles, 1000-2500, of interest to foreign cage and aviary bird breeders, photographs, short poems. Halley Stewart. No payment.

Canadian Countryman, 204 Richmond St., W., Toronto, Canada. (BI-W) Short-stories to 3000. Daniel McKee. Varying rates, Pub.

Capper's Farmer, Topeka, Kan. (M) Authenticated experience articles on farming 300-800; jokes. Ray Yarnell. 1c up, jokes \$1, Acc.

Country Gentleman, (Curtis) Independence Sq., Philadelphia. (M-5) Short-stories 2000-4500; full-length serials; general articles 1500-2500; articles for women; humorous sketches; jokes. Ben Hibbs. First-class rates, Acc.

Country Guide and Nor' West Farmer, Winnipeg, Manitoba, Canada. (M-5) First or second rights to serials 50-80,000, short-stories 2500-4500, rural appeal. Girl's page items, household photos; verse. Amy J. Roe, household Ed. ½c up, Acc.

Family Herald and Weekly Star, P. O. Box 4005, Place D'Armes Postal Sta., Montreal, Que., Canada. (W-5) A farm and rural home magazine. Short-stories; featurettes on live or curious topics. 600-1500, photos; agricultural articles of interest to Canadian farmers. B. S. Kennedy. \$3.15 column, Pub.

Farm Journal and Farmer's Wife, Washington Square, Philadelphia. (M-5) Agricultural articles with photos 300-600; short-stories of youthful romance, novelettes 15,000. Cartoons. Arthur H. Jenkins. 2c up, fiction 5c up, Acc.

Home and Farm, Rm. 412, 75 E. Wacker Dr., Chicago. (M-free) How-to-do-it material of practical value to the farmer and his wife; improvement of farm home and living and working conditions; photos; cartoons. Louise M. Comstock. 1½c, photos, \$2.50, Pub.

Michigan Farmer, 1632 W. Lafayette Blvd., Detroit, Mich. (BI-W-5) Short articles of special interest to Michigan farmers, cartoons, photos, artwork. Milton Grinnell. \$3 column, Pub.

Progressive Farmer, Commercial Bldg., Birmingham, Ala. (M) Short-stories, 1500-4000, (submit to Dallas, Tex. office, 1105 Insurance Bldg.) Eugene Butler, 2c, Pub. (Overstocked.)

Southern Agriculturist, Nashville, Tenn. (M-5) Articles; western, detective, mystery short-stories, 800-4000; miscellany of Southern rural interest; photos, cartoons, cartoon ideas, children's stories, cover designs. J. E. Stanford. Fair rates, Acc. for fiction, cartoons; Pub. for articles.

Successful Farming, (Meredith) Des Moines, Ia. (M-5) Agricultural articles; articles on farm building and remodeling; verse, fillers, jokes, news items, photos, cartoons. Kirk Fox. Fiction 3c, articles, etc., 1½c, verse 25c line, Acc.

HORTICULTURAL—LIVE STOCK—ETC.

American Fruit Grower, 1370 Ontario St., Cleveland, Ohio.

American Poultry Journal, 536 S. Clark St., Chicago.

Breeders' Gazette, Spencer, Ind.

Dixie Farm & Poultry Journal, 110 7th Ave., N., Nashville, Tenn.

Electricity on the Farm, 24 W. 40th St., New York.

Everybody's Poultry Magazine, Hanover, Pa.

Hoard's Dairyman, Fort Atkinson, Wis.

National Livestock Producer, 160 N. La Salle St., Chicago. (M-5)

Poultry Item, Sellersville, Pa.

MISCELLANEOUS

ART—PHOTOGRAPHY

Camera Craft, 425 Bush St., San Francisco, Calif. (M) Articles on technical and artistic aspects of photography for advanced amateurs 1500-2500; good photos necessary. George Allen Young. ½c up, \$1 per illustration, Pub.

Camera, The, 153 N. 7th St., Philadelphia. (M-25) Practical illustrated articles on photography and amateur cinematography 200 to 1500; illustrations extra. E. V. Wenzell. ½c, Acc.

Good Photography, also **Photograph Handbook**, (Fawcett) 1501 Broadway, New York. (Twice yearly. 50c. Articles of interest to amateur photographers, good illustrations. Stanley Gerstin. Good rates, kinks \$3, Acc.

Home Movies, 6060 Sunset Blvd., Hollywood, Calif. (M-25) Illustrated articles on amateur movie making, 100-2000; brief fillers; sketches and descriptions of movie making gadgets, 1c, photos \$1, Pub.

Minicam—The Miniature Camera Monthly, 22 E. 12th St., Cincinnati. (M-25) Instructive articles on photography, with or without illustrations. Query. Will Lane. 1c up, photos \$3 up, Acc.

Photo Technique, (McGraw-Hill) 330 W. 42nd St., New York. (M-50) Technical photography articles up to 2000, photos. Keith Henney. 1c, photos \$5, Pub.

Pictures, The Snapshot Magazine, 343 State St., Rochester, N.Y. (M-free) Amateur snaps, all subjects; no "candid" shots; no enlargements. Wyatt Brummitt. \$3, Acc.

Popular Photography, (Ziff-Davis) 608 S. Dearborn St., Chicago. (M-25) Unusual articles on photography 1000-2500, semi-technical features, photographic success stories, how-to-make-it; brief articles 100-750, striking photos. B. G. Davis. 1 to 2c up, photos \$3-\$5, Acc.

Prize Photography, 67 W. 44th St., New York. (M-15) Articles with photos slanted to help amateur photographers, up to 1500; exposure data must accompany photos. Thomas A. Blanchard. 1½c, photos \$3 up, Pub. Query first.

Professional Art Magazine, 320 W. Doty St., Madison, Wis. (BI-M-25) How-to-do-it articles on art techniques 500-1500 or series. Ben Dugan. ½c or ad exchange, Pub.

U. S. Camera Magazine, 122 E. 42nd St., New York. (BI-M-50) Articles on photography; photos. T. J. Maloney. \$25 to \$100 per feature, Pub.

ASTROLOGY—OCCULTISM

American Astrology Magazine, 1472 Broadway, New York. (M-25) Astrological articles, essays, short-stories 3000; novelettes, serials, verse, news items. Paul G. Clancy. 1c, Pub.

Astrology—How It Affects Your Life (Astro Dist. Corp.) 67 W. 44th St., New York. (Q-25) Astrological material 1200-1500. Hugh Howard. ½ to 1c, Pub.

Astrology Guide (Astro. Dist. Corp.) 67 W. 44th St., New York. (B-M-25) Astrological material. ½ to 1c, Pub.

Everyday Astrology (Thrilling) 22 W. 48th St., New York. (M) Astrological articles, largely staff-written. Good rates, Acc.

Horoscope, (Dell) 149 Madison Ave., New York. (M) Astrological articles, 2500-3000. 2c, Acc.

International Astrology Magazine, 122 E. 42nd St., New York. Articles on astrological subjects. David Lee Norman. Payment by arrangement.

Today's Astrology, (Magna Pubs.) Mt. Morris, Ill. (BI-M-25) Astrological articles written for laymen. Irvin Ray. 1/4c, Pub.

World Astrology Magazine, 480 Lexington Ave., New York. (M-25) Only material which is submitted by informed and experienced astrologers. R. C. Roberts. Rate not stated.

AVIATION

Air Trails, (S. & S.) 79 7th Ave., New York. (M-15) Air articles, 1500-2500. C. B. Colby, 1c up, Acc.

Flying Aces, (Ace Magazines), 67 W. 44th St., New York. (M-15) Dramatic aviation articles with photographs, particularly personal experiences; semi-technical articles, 1600-3000; and articles on unusual angles of flying, written in popular style. Pertinent photographs. David C. Cooke. 1c, Acc.

Flying and Popular Aviation, (Ziff-Davis) 608 S. Dearborn St., Chicago. (M-25) Popularized, accurate non-fiction aviation feature articles, any phase of present-day aviation; must have good photos, 2500. Also seeking "scoop" photos. B. G. Davis, Ed.; Max Karant, Mng. Ed. 1 to 2c, Acc.

Sportsman Pilot, The, 515 Madison Ave., New York. (M) Articles on all phases of private aviation 1500-2500. Charles H. Gale. 1c, Pub.

BOATING

Motor Boat with which is combined Power Boating, 63 Beekman St., New York. (M-30) Articles of interest to boat owners. Gerald T. White. 1/2 to 3c, Acc.

Rudder, The, 9 Murray St., New York. (M-35) Illustrated how-to-do-it articles on every phase of boating, 1500. Wm. F. Crosby, 1c, photos \$3, Pub.

DANCING

American Dancer, 250 W. 57th St., New York. (M-25) Feature articles on the dance, interviews with famous people in the dance field, 1000-1500. Ruth Eleanor Howard. 1c, Pub.

Dance, 30 Rockefeller Plaza, New York. (M-25) Articles on dance-teaching and stage, 1200; news items. Prefers query. Lincoln Kirstein. 1c, Pub.

EDUCATIONAL

Better English, 570 7th Ave., New York. (M-25) Articles on Better English (speech correction from physicians only), 1500-2500. Lily Sunshine Levey, associate Ed. Low rates, sometimes offers subscription, Pub. (No material required.)

Grade Teacher, The, (Educ. Pub. Corp.) Darien, Conn. (M-30) Articles on methods in elementary grades; short-stories for little children up to 500. Florence Hale. 1/2c, Pub.

Industrial Arts and Vocational Education, 540 N. Milwaukee St., Milwaukee, Wis. (M except July & Aug.-35) Vocational articles. John J. Metz. 1/2c, Pub. (Overstocked.)

Instructor, The, (F. A. Owen Pub. Co.) Dansville, N.Y. (M-30) Prefers articles by teachers on school-room helps. Helen Mildred Owen. Good rates, Acc.

Practical Home Economics, 468 4th Ave., New York. (M-20) Articles on nutrition, foods, homemaking, clothing, child care, home management and consumer education, for the home economics teacher, 1500-2000. Blanche M. Storer. 1/2 to 1c, Pub.

Progressive Teacher, Morristown, Tenn. (Ten Mo.-25) Articles on projects and methods usable by teachers and educators; short-stories for school-age children; verse for recitations. M. S. Adcock. \$1.50 page, Pub. (Reported unsatisfactory.)

School Activities, Topeka, Kans. (M-25) Money-making plans, stunts, entertainment material, up to 3000. H. C. McKown. 1/4c, Pub.

Vocational Trends, (Science Research Associates) 1700 Prairie Ave., Chicago. (M-25) Factual articles on occupational trends and job opportunities primarily for young people, up to 2000. Pictures, cartoon ideas, occupational cartoons. Lyle M. Spencer. 1c, Pub.

HEALTH—HYGIENE—PHYSICAL

Baby Talk, 424 Madison Ave., New York. (M) Articles on young babies and prenatal subjects 1000-2000. Irene Parrott. 1c (\$15 min., \$20 max.), Pub.

For Married People Only, (Your Guide Pubs.) 67 W. 44th St., New York. (Q-25) Articles solving marital problems, 1200-1500, by medical doctor-writers. 1/2c, Pub.

Healthkeeping—The Self-Betterment Magazine, 72 5th Ave., New York. (BI-M-10) Romantic, outdoor, adventure, marriage short-stories, novelettes; serials 35,000; articles on health, diet, exercise, homemaking; essays, fillers, photos. David A. Balch. 1c, photos \$3, Pub.

Hygieia, The Health Magazine, 535 N. Dearborn St., Chicago. (M-25) Short-stories with health angle, medical background; authentic articles on nutrition, mental hygiene; verse, photos, cartoons. Dr. Morris Fishbein. 1c up, Acc.

Industrial Medicine, 50 N. Michigan Ave., Chicago. (M-50) Material on occupational diseases, traumatic surgery. A. D. Cloud, Mng. Ed. 1c, Pub.

Modern Medicine, 84 S. 10th St., Minneapolis. (M-25) terse, crisp, vivid news abstracts of medical subjects; photos, illustrations of medical interest. A. E. Hedback, M.D. Rates not stated.

Physical Culture, (Macfadden) 122 E. 42nd St., New York. (M-25) Health articles, self-told adventures in health, personal problems, happiness, power of achievement, 3-4000; 12-15,000; Ann Gurley. Good rates, photos \$3 to \$5, Acc.

R. N., a Journal for Nurses, Rutherford, N. J. (M-controlled) Articles, factual or human-interest, pertaining to nursing, 1000-1500. Dorothy Sutherland, Mng. Ed. 1/2c up, Pub.

Sex Guide, (Your Guide Pubs.) 67 W. 44th St., New York. (BI-M-25) Informative, scientific articles on sex and life conduct, 1000-1500, by medical doctor-writers. Jules Carter Saltman. 1/2c, Pub.

Sexology, (Gernsback) 20 Vesey St., New York. (M-25) Medical, psychological articles preferably by physicians. 1/2 to 1c, Pub.

Trained Nurse & Hospital Review, 468 4th Ave., New York. (M-20) Articles on nursing, hospital, public health subjects 500 to 2800. Christmas fiction, Aug. 1. Meta Pennock. \$4 to \$5 per page (725 wds.), after Pub.

You Can't Eat That, Emmaus, Pa. Articles by and of individuals who have cured themselves of physical and mental ills. J. I. Rodala. 1/2c, Pub.

HOME—GARDENING—BUILDING—LANDSCAPING

American Home, The, 444 Madison Ave., New York. (M-10) Practical articles with illustrations pertaining to home, interior decorating, building, gardening, food, 1200 to 1500. Mrs. Jean Austin. Varying rates, Pub.

Arts and Decoration Combined with Spur, (Robt. M. McBride) 115 E. 16th St., New York. (M-35) Articles, essays dealing with distinctive homes; the arts, entertainment, decorating, furniture, household equipment; sports, travel, leisure living, about 2000. Henry S. Adams, editor. Varying rates, Pub.

Better Homes & Gardens, (Moredith) 1714 Locust St., Des Moines, Ia. (M-10) Practical garden, building, foods, furnishings, home-improvement articles, 1500. Frank McDonough. 2c up, usual photo rates, Acc. "Whims and Hobbies" squibs with proof \$2 each, Pub.

Canadian Homes & Gardens, (Maclean) 481 University Ave., Toronto, Canada. (M-25) Home and garden articles up to 2000, photos. Canadian interest only. J. Herbert Hodgins. 1c, Pub.

Country Life, 1370 6th Ave., New York. (M-50) Illustrated gardening, sports, interior decorating, country estates, travel articles 1500-2000; good photos essential. Peter Vischer. Varying rates, Pub.

Home Desirable, The, 75 E. Wacker Dr., Chicago. (M-controlled) Articles on home modernization through plumbing and heating 900; short how-to-do-it items; cartoons, photos. Human interest features for family. Louise M. Comstock. 2 1/2c, Pub.

House and Garden, (Conde Nast) Lexington Ave., New York. (M-35) Home decoration, gardening, landscape, unusual travel and architectural articles. Richardson Wright. Good rates, Acc.

House Beautiful Combined with Home and Field, (Hearst) 572 Madison Ave., New York. (M-35) Articles on home-building, planning, decorating, furnishing, gardening (illustrated preferred) 1500-1800; fillers, art work, photos. K. K. Stowell. Good rates, Acc.

New England Gardens, 99 Chauncey St., Boston. (M) Articles on gardens and gardening in New England states. Alexander Ross. Good rates.

Sunset, 576 Sacramento St., San Francisco. (M-10) News items, photos, about Pacific Coast gardens, foods, home building, modernization, travel, outdoors, up to 500; personalities; how-to-do and how-to-make Western out-door material, all from Westerners only. Walter Doty. Moderate rates, Pub.

MOTORING

Automobile & Trailer Travel, 25 E. Wacker Dr., Chicago. (M) Articles for automobile and trailer tourists. Karl Hale Dixon. Rates not at hand.

Studebaker Wheel, The, Studebaker Corporation, South Bend, Ind. (M) Short illustrated articles of general interest to the motorist. Walker G. Everett. Good rates, Pub.

MUSICAL

Diapason, 306 S. Wabash Ave., Chicago. (M-15) Highly specialized articles on organs, organists, church music, recital programs, reviews, 100-1000. S. E. Gruenstein. \$2 to \$4 col., Pub.

Down Beat, 608 S. Dearborn St., Chicago. (2M-15) Feature matter, "hot" news of modern dance music and bands, 1500. Carl Cons, Mng. Ed.; Dave Dexter, associate. 1/2c up, Pub.

Etude Music Magazine, 1712 Chestnut St., Philadelphia. (M-25) Articles on musical pedagogies, 200-2000; photos, cartoons. James Francis Cooke. \$4 column (600 words), Pub.

Jacobs' Orchestra Monthly, also Jacobs' Band Monthly, 120 Boylston St., Boston. (M) Educational articles for school and community orchestras, bands. Arthur C. Morse. Indefinite rates.

Metronome, 110 W. 57th St., New York. (M-25) News of popular bands and orchestras, staff written. Geo. T. Simon, Richard B. Gilbert. Indefinite rates, Pub.

Musical Forecast, 514 Union Trust Bldg., Pittsburgh, Pa. (M-20) Articles and news items of interest to musicians. David H. Light. \$1 per column, Pub.

Swing, 67 W. 44th St., New York. (M-25) Articles in popular music field, personality sketches, 1000-1500, with photos; cartoons. Richard M. George. Rates not stated.

OUTDOOR—HUNTING—FISHING—FORESTRY

Alaska Sportsman, The, Ketchikan, Alaska. (M-15) True stories, Alaska interest, 2000-5000; outdoor fact articles; Alaska sport cartoons, photos. Emery F. Tobin. 1/4c, Pub.

American Forests, 919 17th St., N.W., Washington, D. C. (M-35) Articles on trees, forests, outdoor recreation, travel, exploration, 2500; outdoor photos. Ovid Butler. 1c up, Acc.

American Rifleman, The, 1600 Rhode Island Ave., Washington, D.C. (M-25) Authentic illustrated gunsmithing, shooting, ammunition, ballistic articles, hunting stories, preferably 3000. Laurence J. Hathaway. About 1c, Pub. (Overstocked.)

Field and Stream, (Warner) 515 Madison Ave., New York. (M-15) Illustrated camping, fishing, hunting articles, 2500-3000. Ray P. Holland. 1c up, Acc.

Fur-Fish-Game, 174 Long St., Columbus, O. (M-15) Fishing, hunting, fur-raising articles by authorities; true Indian and frontier stories 2000-3500. A. V. Harding. 1/4c up, Acc.

Hunting and Fishing, 275 Newbury St., Boston. (M-5) Articles and stories on conservation, hunting, fishing, camping, shoot, 2000; short-stories, 1500; short poems; fillers, 100-150; action photos; cartoons. H. G. Tappley. 1 1/4c, photos \$3, Pub.

National Sportsman, 275 Newbury St., Boston. (M-10) Hunting and fishing articles; short-stories up to 2000; photos, cartoons. Hugh Grey. Varying rates, usually Pub.

North American Trapper, P. O. Box 663, Charleston, W. Va. (M) Practical articles on hunting, fishing, trapping, fur farming, up to 1000 (preferably around 500); photos, cartoons, outdoor verse. Charley Roy West. $\frac{1}{4}$ to 1c, photos 50c up. Acc.

Outdoor Life, 353 4th Ave., New York. (M-15) Articles on outdoor activities, sportsmen's interests, up to 3000; also kinks, shorts, etc. Raymond J. Brown. Up to 10c, photos \$3 up. Acc.

Outdoorsman, Columbus, Ohio. (M-15) Illustrated outdoor sports articles (fishing, boating, gunning) 500-2500. R. E. Greenlee. $\frac{1}{2}$ -2c, photos \$1-\$5.

Outdoors Magazine, 729 Boylston St., Boston. (M-15) Articles on outdoor life, hunting and fishing.

Pacific Sportsman, 580 Market St., San Francisco. (M-15) Illustrated articles on hunting and fishing limited to 7 Western states, Canada and Mexico. Norman S. Gallison. Payment on special arrangement.

Southern Sportsman, Austin, Tex. (M-10) Southern hunting and fishing articles, well illustrated. 1000-3500; short kinks; brief human-interest, believe-it-or-not material; short short-stories on hunting and fishing, with O. Henry twist ending. \$5. Cover photos \$5. Pub.

Sports Afield, 700 Phoenix Bldg., Minneapolis. (M-15) Stories of actual fishing, hunting trips 1500-2000, good photos. Paul K. Whipple. 1 to 2c, Acc. or Pub.

Western Sportsman, (Waterman Pub. Co.) 1009 17th St., Denver, Colo. (M-15) Articles on all phases of outdoor sports in Rocky Mountains, photos, cartoons. Joseph Emerson Smith. $\frac{1}{4}$ to 1c, photos \$1. Pub. (Overstocked.)

PICTURE MAGAZINES

Click, 400 N. Broad St., Philadelphia, Pa. Photos, cartoons. Photo series; noteworthy persons. Elliott Curtiss; M. Robert Rogers. \$5 per picture, Acc.

College Life, 22 W. 48th St., New York. (Q) Photographs of all phases of college life and activities, accompanied by sufficient text to explain the specific pictures. Robert A. Pines. \$5 up, Acc.

Collegiate Digest, 323 Fawkes Bldg., Minneapolis, Minn. (W-5) Photos of college activities, occasionally illustrated. \$3 Acc. Norman Lea.

Friday, 114 E. 32nd St., New York. (W) Stories told in pictures. Send outline of pictures which incorporate a story. Dan Gillmor. No fixed rate.

Friends Magazine, General Motors Bldg., Detroit. (M) Picture features of general interest. Published in behalf of Chevrolet dealers for car-owners. G. F. Koether. Good rates.

Life, Time and Life Bldg., New York. (W-10) Photos of national and world news events, human-interest picture series, cover photos, photo fillers. \$5 up, Acc.

Look, Doe Molnes, Ia. (B1-W-10) Photos of intense human interest and action. Vernon Pope. \$5 up, Acc.

Peek, (Bilbara) 122 E. 42nd St., New York. (M-10) Humorous photos. Wm. H. Kofoed. \$5 each. Pub.

"Pie", 153 W. 15th St., New York. (B1-W-10) Photos on sport. Hollywood and Broadway. Charles Payne, A. L. Holmes. \$5 per print, Pub.

Spot, (Fawcett) 1501 Broadway, New York. (M-10) Unusual pictures on entertainment, sports, hobbies, vacations, night clubs, fairs, Broadway, Hollywood, etc. Fred Feldkamp. \$5. Pub.

True Pictorial Stories, (Macfadden), 122 E. 42nd St., New York. (M) Stories of fact, told in pictures; particularly, dramatic stories of glamorous women who have figured in the news. Query. Harold Hersey. 2c up, Acc.

RELIGIOUS—ETHICAL—HUMANITARIAN

Ave Maria, The Notre Dame, Ind. (W-10) Short-stories 2800-3000; series 15-20 3000-word chapters; articles on Catholic and other themes 3000; poems not over 24 lines. Wholesome juvenile adventure short-stories, serials. Rev. Patrick J. Carroll. C.S.C. \$5 page (700 wds.), poems \$5. Pub.

Canadian Messenger, The, 160 Wellesley Crescent, Toronto, Ont., Canada. (M-10) Short-stories, Catholic atmosphere, bright, pointed but not preachy, 3000; no love stories; articles, essays, Catholic interest, 1000-3000. Rev. J. I. Bergin, S.J. $\frac{1}{2}$ c, Acc., 1c, Pub. (Overstocked.)

Christian Advocate, The, (Methodist Book Concern) 740 Rush St., Chicago. (W-10) Religious, outdoor, rural, missionary short-stories, articles, essays, 1200; verse. T. Otto Nall. $\frac{1}{2}$ c, Pub.

Christian Herald, 419 4th Ave., New York. (M-25) Interdenominational religious, sociological articles 2500; short-stories 2500; serials 50,000; verse. Daniel A. Poling. 1c, Pub.

Gracie Roll Home, The, (Baptist Sunday School Board) 161 8th Ave., N. Nashville, Tenn. (Q) Articles for parents of pre-school age children 150-800, fact items. No MSS. purchased during July. Aug. Agnes Kennedy Holmes. $\frac{1}{2}$ c, Acc.

Crosier Missionary, The, Onamia, Minn. (M) Short-stories to 3000; verse. Rev. Richard Klaver. \$1.50, Acc. No payment for verse.

Improvement Era, The, 50 N. Main St., Salt Lake City, Utah. (M-30) General magazine of Mormon Church. Short-stories 750-2000, wholesome, conventional. General and moral essays 500-2000. Poetry up to 30 lines. Photos. Richard L. Evans. $\frac{1}{2}$ c, verse, 12 $\frac{1}{2}$ c, Pub.

Lamp, The, Ringgold St., Peekskill, N. Y. (M-10) Articles on religious (Catholic) topics, to 2000; short-stories with Catholic slant, same length. T. J. O'Connell. $\frac{1}{2}$ c, Acc.

Light, 405 Bergen St., Brooklyn, N.Y. (M-20) Religious articles for Catholics and non-Catholics; short-stories, up to 2000, verse. William J. E. Clark. 1c, Pub. (Slow.)

Living Church, The, 744 N. Fourth St., Milwaukee. (W-10) Short illustrated articles on religious and social subjects. Episcopal viewpoint, 1000-2000, \$1.50 column. Acc. Occasional short-stories 2000, \$10 each. Acc.; serials 12,000. Religious verse, no payment. C. P. Morehouse.

Lookout, The, (Standard Pub. Co.) 8th and Cutter Sts., Cincinnati. (W-5) Articles on Christian education, adult Sunday school work 1750-2000; wholesome short-stories 1750-2000, serials up to 10 chapters, 1750-2000 each. Photos, upright, 8x10, scenic, human interest. No poetry. Guy P. Leavitt. $\frac{1}{2}$ c, photos, \$3 to \$5, within 1 month after Acc.

Magnificat, 131 Laurel St., Manchester, N. H. (M-25) Catholic articles, short-stories, serials, verse. Indefinite rates, Acc.

Messenger of the Precious Blood, Carthage, Ohio. (M-10) Catholic short-stories, articles 2000-2500; verse. Father Chas. J. Davitt, C.P.P.S. $\frac{1}{2}$ c, verse 25c lire, Acc.

Messenger of the Sacred Heart, 515 E. Fordham Rd., New York. (M-10) Catholic short-stories up to 4000; religious verse. Rev. Charles J. Mullaly, S.J. Good rates, Acc.

Miraculous Medal, The, 100 E. Price St., Philadelphia. (Q) Catholic articles 1500-2500, short-stories 1200-2400. Joseph A. Skelly, C.M. $\frac{1}{2}$ c, Pub. (Overstocked.)

Queen's Work, The, (Jesuit Fathers) 3742 W. Pine Blvd., St. Louis, Mo. (M-10) Catholic interest short-stories, illustrated articles, 1800-2000; biographical articles 500; cartoons. Rev. Daniel A. Lord, S.J. 1c, Acc.

St. Anthony Messenger, (Franciscan Fathers) 1615 Republic St., Cincinnati. (M) Catholic family magazine. Feature articles on accomplishments of contemporary Catholic personages, institutions, preferably with photos 2500-3000; short-stories with mature wholesomeness, 2000-3000. Rev. Hy Blocker, C.F.M. $\frac{1}{2}$ c up, Accet. Occasional poetry, 25c line. Write for sample copy.

St. Joseph Magazine, St. Benedict, Ore. (M) Articles dealing with topics of current interest, Catholic slant preferred, 1500-3000. Rev. Luke Eberle, O. S. B. $\frac{1}{2}$ to 1c, for articles; $\frac{1}{4}$ to 1c, for stories, Pub.

Sign, The, Union City, N.J. (M-20) Catholic articles, essays, short-stories up to 3200; verse. Rev. Theophane Maguire, C.P. 1c, Pub.

Sunday School Times, 325 N. 13th St., Philadelphia. (W) Religious articles, verse. Charles G. Trumbull. $\frac{1}{2}$ c up, Acc.

Sunday School World, 1816 Chestnut St., Philadelphia. (M-10) Articles for teachers in one-room rural Sunday-schools up to 1200. Arthur M. Baker. $\frac{1}{2}$ c, Acc.

Union Signal, The, Evanston, Ill. (W-5) Short-stories, short serials, on value of total abstinence 1000-1500; also on peace. About 1/8c, Pub.

SCIENTIFIC—POPULAR SCIENCE—NATURE—MECHANICS

Homecrafts and Hobbies, 142 W. 24th St., New York. (M-10) Homecraft articles 1000, drawings, photos. Eric Berger. $\frac{1}{2}$ to 1c, Pub. (Unsatisfactory.)

Home Craftman, The, 115 Worth St., New York. (B1-M-25) "How-to-make-it" articles of interest to home craftsmen, 300 to 1200; photos or drawings essential; home improvement fillers, 150. H. J. Hobbs. 1 to 2c, photos \$2 up, Pub.

Mechanix Illustrated (Fawcett) 1501 Broadway, New York. (M-10) New, lively features and shorts on all scientific and mechanical subjects, also how-to-build projects for the home workshop and tips for photographers. Robert Hertzberg. Good rates, Acc.

Model Airplane News, 551 5th Ave., New York. (M-20) Model airplane construction articles 1500. 1c, Pub.

Natural History Magazine, 79th St. and Central Park W., New York. (M-50 except July and August) Popular articles up to 5000 on natural science, exploration, wild life; photo series. Edward M. Weyer, Jr. 1 $\frac{1}{2}$ c, Acc.

Nature Magazine, 1214 16th St., Washington, D. C. (M-35) Illustrated nature articles 1000-2000; fillers with pictures 100 to 400, short verse. B. W. Westwood. 1 to 3c, Acc. (Overstocked.)

Popular Mechanics, 200 E. Ontario St., Chicago. (M-25) Illustrated articles on scientific, mechanical, industrial, discoveries; human interest and adventure elements, 300-1500; fillers up to 250. H. W. Magee. 1c to 10c; photos \$5 up, Acc.

Popular Science Monthly, 353 4th Ave., New York. (M-15) Non-technical illustrated articles on scientific, mechanical, labor-saving devices, discoveries, under 2000. 1c up to 10c, photos \$3 up, Acc.

Radio News, (Ziff-Davis) 608 S. Dearborn St., Chicago. (M-25) Feature articles, briefs, 300-3000, relating to technical radio, television; amateur activities; servicemen's problems; photos. B. G. Davis. $\frac{1}{2}$ c, Acc.

Science & Mechanics, 800 N. Clark St., Chicago. (B1-M-15) All depta. handled by staff specialists. V. D. Angerman.

Scientific American, 24 W. 40th St., New York. (M-35) Humanized articles on science, industry, engineering. O. D. Munn. Varying rates, Acc.

SPORTS (COMPETITIVE)—RACING—HORSES

Baseball Magazine, The, 175 5th Ave., New York. (M-20) Major league baseball articles, verse. Clifford Bloodgood. $\frac{1}{2}$ c, Pub.

Golf, 52 Vanderbilt Ave., New York. (7 times yr.—25c) Smart, sophisticated short-stories—golf, country-club background, 2000; other sports in season; fillers; verse. Richard E. Lauterbach, Mng. Ed. 2c, Pub.

Horse Lover, The, 154 Borica Way, San Francisco, Calif. (9 times a year) Articles on riding, dude ranches, breeding; stories with horse background. 500-1800. 7c printed inch. Pub. J. Hartford.

National Bowlers Journal and Billiard Review, 506 S. Wabash Ave., Chicago. (M-25) Articles on bowling, billiards, lawn bowling; short-stories; photos; news items; cartoons. H. G. Deupree. 1c, Pub.

Rider and Driver, The, 342 Madison Ave., New York. (M-35) Articles on horses, racing, etc. Samuel Walter Taylor. Good rates, Pub.

Scholastic Coach, 250 E. 43rd St., New York. (M-25) Technical articles on football, basketball, track, field, 1000, for high and prep schools; photo, drawings. Owen Reed. 1c, Pub.

THEATRICAL—MOTION PICTURE—RADIO "FAN" MAGAZINES

Actor, The, 208 Golden Gate Bldg., San Francisco. (W-5) Theatrical short-stories, articles, editorials, verse, jokes, news items, photos, cartoons and cartoon ideas. Bugs Wilson. ½c, Pub.

Billboard, The, 1564 Broadway, New York; 25 Opera Pl., Cincinnati, O. (W-15) Amusement articles on assignment only. A. C. Hartmann, E. E. Sugarman. Space rates, Pub.

Greater Show World, 1547 Broadway, New York. (2-M-10) Articles, short-stories, novelettes, fillers, on show people, theatrical business. Johnny J. Kline. ½c, Pub.

Hollywood Magazine, (Fawcett) 1501 Broadway, New York. (M-5) Film articles on assignment; fillers, photos. Llewellyn Miller. Liberal rates, Acc.

Modern Screen, (Dell) 149 Madison Ave., New York. (M-10) Movie fan personality, general articles 1500-2000; fillers, news items. Pearl Finley. Good rates, Acc.

Motion Picture Magazine, (Fawcett) 1501 Broadway, New York. (M-10) Articles on motion pictures and stars, usually on assignment, 1800-2500. Larry Reid. Good rates, Acc.

Movies, (Ideal) 122 E. 42nd St., New York. (M-10) Photos of motion-picture interest. Mrs. May C. Kelley. 1c, Pub.

Movie Story Magazine, (Fawcett) 1501 Broadway, New York. (M-10) Fictionizations of current motion pictures on assignment only. Dorothy Hosking.

National Tattler, The, 73 Adelaide St., W., Toronto, Ont., Canada. (B1-M-10) Theatrical articles; articles on love, exposes of rackets, 600; theatrical news items, girl and theatrical photos. Al Palmer. ½c, Pub.

Photoplay, (Macfadden) Chanin Bldg., New York. (M-25) Motion picture articles. Ernest V. Heyn. Good rates, Acc.

Picture Play, (S. & S.) 79th 7th Ave., New York. (M-10) Articles 1500-1800, on motion picture personalities, fashion, beauty, usually on assignment. Muriel Babcock. Good rates, Acc.

Radio Mirror, (Macfadden) Chanin Bldg., New York. (M-10) Radio fan features on stars and programs. Fred R. Sammis. \$50 up according to merit, Acc.

Screen Life, (Fawcett) 1501 Broadway, New York. (M-10) Short news articles on popular screen favorites usually on assignment. Llewellyn Miller. Liberal rates, Acc.

Screenland, 45 W. 45th St., New York. (M-10) Motion-picture feature articles. Miss Delight Evans. Fair rates, Pub.

Screen Romances, (Dell) 149 Madison Ave., New York. (M-10) Fictionization of picture plays, by assignment. A. P. Delacorte, E. Van Horne. Rates by arrangement, Acc.

Silver Screen, (Screenland Mag., Inc.) 45 W. 45th St., New York. (M-10) Fan material about movie stars and pictures; photos. Lester C. Grady. First-class rates, Pub.

Theatre Arts, 40 E. 49th St., New York; 2 Ladbroke Rd., London, W. 11, England. (M-35) Articles on theatrical and associated arts 1800-2500; news items; photos. Edith J. R. Isaacs. 2c, Pub.

Variety, 154 W. 46th St., New York. (W-15) Theatrical articles, news, staff-written. Sidne Silverman. Space rates.

B—BUSINESS AND TRADE PUBLICATIONS

BUSINESS, ADVERTISING, SALESMANSHIP

Advertising Age, 106 E. Ohio St., Chicago. (W-5) Spot news only, with illustrations. 1c, Pub.

American Business, (Dartnell Pubs.), 4660 Ravenswood Ave., Chicago. (M-35) Buys frequent concrete examples of business success in manufacturing, wholesale, financial fields; especially interested in office and accounting short cuts. Query. Eugene Whitmore. \$35 and up for 2000 words, Pub.

Bankers Magazine, 185 Madison Ave., New York. (M-50) Authoritative bank management articles, 2000. Robin E. Doan. ½c up, Pub.

Bankers' Monthly, 536 S. Clark St., Chicago. (M-50) Short technical articles from banker's standpoint; preferably signed by banker. John B. Yeaty. Good rates, Pub.

Barren's, 44 Broad St., New York. (W-25) Authoritative business and financial articles 500-2500. George E. Shea, Jr. Indefinite rates, Acc.

Burrough's Clearing House, 6071 2nd Blvd., Detroit. (M) Query editor on bank operating and management articles. Henry J. Boone. 2 to 3c, Acc.

Commerce, 1 N. La Salle St., Chicago. (M-25) Invites queries on feature business articles. Alan Sturdy. 1c up.

Credit & Financial Management, 1 Park Ave., New York. (M-25) Articles on general credit and financial problems of manufacturers and jobbers. Chester H. McCall. 1c, Pub.

Forbes Magazine, 120 5th Ave., New York. (2M-25) New developments in business and finance—management, selling, merchandising, accounting, etc., 1500-2000. Frequently buys from outside writers. B. C. Forbes. Good rates, Pub.

How to Sell, 168 N. Michigan Ave., Chicago. (M-10) Articles about direct selling, unusually successful salespeople, 800-2000. R. C. Remington. ½ to 1½c, Pub.

Independent Salesman, 22 E. 12th St., Cincinnati, O. (M-5) Illustrated interviews with the stories about people successful in direct selling, 1200. M. E. Siegel. ½ to 1c, photos \$1, Pub.

Mail Order Journal, 62 W. 45th St., New York. (M-10) Case histories, fact stories about mail-order and direct mail business, 600. A. E. Calver. 1c, Pub. (Query.)

Nation's Business, The, 1615 H. St., N. W., Washington, D. C. (M-25) Business articles 2500. Merle Thorpe, Ed.; Raymond C. Willoughby, Mng. Ed. Query. Good rates, Acc.

Opportunity, 620 N. Michigan Ave., Chicago. (M-10) Inspirational and biographical features with broad human interest and inspirational appeal; letters. Geo. F. Peabody. ½c up, Pub.

Printers' Ink, 185 Madison Ave., New York. (W-10) (Also **Printers' Ink Monthly**—25) Advertising and business articles. G. A. Nichols, Ed.; C. B. Larrabee, Mng. Ed. Good rates, Pub.

Purchasing, 205 E. 42nd St., New York. (M-15) Query on articles on industrial buying; methods, personalities; materials. Stuart F. Heinritz. Indefinite rates.

Sales Management, 420 Lexington Ave., New York. (2-M) Articles on marketing, national scope, signed by executive. Buys little. Raymond Bill. 1 to 3c, Pub.

Savings Bank Journal, 110 E. 42nd St., New York. (M-35) Operation, advertising and promotion articles 1500-2000. Milton W. Harrison. 1c, Pub.

Signs of the Times, P. O. Box 771, Cincinnati. (M-30) Electrical advertising, outdoor advertising and sign articles, illustrated, 1000 to 1500. E. Thomas Kelley. ½ to 1c, Pub.

Specialty Salesman, Oak Park, Ill. (M-10) Inspirational articles; human-interest short-stories, fact success articles of direct salesmen, 350 to 1500. H. J. Bligh. ½c, Acc.

Trained Men, 1001 Wyoming Ave., Scranton, Pa. (Q) Articles on industrial relations and training of interest to foremen, executives, 1000 to 2500; interviews 1000 to 2500. F. B. Foster. 1c, Acc.

TRADE JOURNALS

Aero Digest, 515 Madison Ave., New York. (M-35) News and features on the aviation industry, aeronautical engineering, military aeronautics, air travel. Geo. F. McLaughlin. ½c up, Pub.

Air Conditioning and Refrigeration News, 5229 Cass Ave., Detroit Mich. (W-20) Informative articles on servicing refrigerating machines, successful ideas for promoting and selling electrical appliances and air conditioning installations; news; human-interest photos. George F. Taubeneck. 6c line, Pub.

Air Conditioning—Oil Heat, 232 Madison Ave., New York. (M) News on manufacturing, selling, installing and operation of oil burners, air conditioning, heating, fuel oil. A. E. Coburn. 30c inch, Pub. (Overstocked.)

American Artisan, 6 N. Michigan Ave., Chicago. (M-25) Merchandising articles with illustrations on experiences in warm-air heating and sheet metal work. J. D. Wilder. \$3.50 to \$10 page.

American Baker, The, 118 S. 6th, Minneapolis. (M-10) Articles on baking innovations; examples of good merchandising. ½c up, Acc.

American Builder and Building Age, 105 W. Adams St., Chicago. (M-25) Articles on activities of home-building contractors. B. L. Johnson. \$10 page, Pub.

American Druggist, 572 Madison Ave., New York. (M-25) Pictorial features of retail drug-stores operation, up to 500. K. A. Bonham. 1½c, Acc.

American Hairdresser, 309 W. Jackson Blvd., Chicago. (M-35) Items of unusual interest to beauty shops; advertising; promotional schemes, etc. Hazel L. Kozlay. 1c, Acc.

American Horologist, 3226 E. Colfax Ave., Denver. (M) Illustrated articles, 500-1000, pertaining to horology, watch and clock repair service, unusual creations and happenings, historical material. Orville R. Hagans. ½c, Acc.

American Lumberman, 431 S. Dearborn St., Chicago. (B1-W) New merchandising ideas used by building dealers, 500-750. E. C. Hole. \$3.50 column, Pub.

American Paint & Oil Dealer, 3713 Washington Blvd., St. Louis. (M) Retail paint selling articles, illustrated. Arthur A. Posa. Good rates, Pub. (Overstocked.)

American Painter & Decorator, 3713 Washington Blvd., St. Louis, Mo. (M-20) Accurate, technical and semi-technical "how" articles on unusual decorating jobs, up to 800, photos. Query. George Boardman Perry. Up to 1c; photos, amateur, up to \$1, professional, \$2, Pub.

American Paper Merchant, 2009 Conway Bldg., Chicago. (M-35) News and features regarding paper merchants. P. A. Howard, publisher. G. E. Jaenicke, Mng. Ed. ½c up, Pub.

American Perfumer & Essential Oil Review, 9 E. 38th St., New York. (M-30) Technical articles on perfumes, cosmetics, soaps, etc., articles on merchandising of same from manufacturer's standpoint; news items on manufacturers. Wm. Lambert. Indefinite rates, features, Acc.; news, Pub.

American Press, The, 225 W. 39th St., New York. (M-10) Success stories of newspapermen, problems of small-town newspaper production. Donald W. Robinson. Indefinite rates. Pub. (Not buying at present.)

American Wine & Liquor Journal, 220 E. 42nd St., New York. (M) Wholesale liquor articles. Lew Schwartz. $\frac{1}{2}$ c. Pub.

Autobody and Reconditioned Car, 15 E. 8th St., Cincinnati. (M-20) Trade stories on commercial bodies, passenger bodies, painting, car appearance reconditioning, illustrated with photos, drawings. Elmer J. Murray. $\frac{1}{2}$ c. Pub.

Automobile Digest, 22 E. 12th St., Cincinnati. (M-25) Methods and management articles, write-ups of ideas of interest to independent service garage men, to improve service business, stimulate trade, reduce operating costs, 500-1500. J. A. Ahlers. Rates according to merit. Acc.

Automotive News, 2751 E. Jefferson Ave., Detroit, Mich. News correspondents in towns and cities of importance. Chris Sinsabaugh. 40c inch, photos \$1.50, Pub.

Automotive Merchandising, 97 Horatio St., New York. (M) Articles of interest to car dealers, garage, service stations, independent shops, up to 2000. Photos. Stanley P. McMinn. 1c, Pub.

Automotive Retailer, 30 E. 20th St., New York. (M) News and features pertaining to auto supply stores, both chain and independent. Wm. J. Roseberry. 1c, Pub.

Aviation, 330 W. 42nd St., New York. (M-35) News, features, on aviation activities, technical articles, photos. L. E. Neville. Good rates. Pub.

Bakers' Helper, 330 S. Wells St., Chicago. (B-W-15) Business-building plans for bakers, technical articles, chiefly supplied by staff. V. E. Marx. 35c inch (73 words), Pub.

Bakers Weekly, 45 W. 45th St., New York. (W-10) News correspondents in principal cities. Bakery features, selling ideas, window displays. Peter G. Pirrie. Space rates. Pub.

Bar & Grill Journal, 105 W. 40th St., New York. (M-20) 800-1200 word merchandising features on outstanding bars, taverns, cafes and restaurants with photos. Philip Slowe. $\frac{1}{2}$ c up, Pub.

Barrel & Box & Package, 431 S. Dearborn St., Chicago. (M-25) Articles and news items dealing with manufacture and use of wooden containers up to 3000. Frank Coyne. 25c inch, Pub.

Beer Distributor, 43 E. Ohio St., Chicago. (M) Success-method stories of beer wholesalers east of Rockies 500-1000, with illustrations. R. H. Hopkins. \$10-\$20 per article.

Black Diamond, The, 431 S. Dearborn St., Chicago. (B-W-20) Practical method articles in the coal industry. A. T. Murphy. $\frac{1}{2}$ c up, Pub.

Bookbinding & Book Production, 50 Union Square, New York. (M) News of book printing and bookbinding trade. Query on features. D. M. Glixon. $\frac{1}{2}$ c to 1c, Pub.

Boot & Shoe Recorder, 100 E. 42nd St., New York. (W-25) "Success" stories from retail shoe stores; news. Regular correspondents. Arthur D. Anderson. 1c, Pub.

Brake Service, 31 N. Summit St., Akron, Ohio. (M) Technical articles on brakes and brake servicing; interviews with successful operators of brake stations. Ed. S. Babcox. 1c, Pub.

Brewers' Journal, 431 S. Dearborn St., Chicago. (M) News and features of the brewing industry. David B. Gibson. Indefinite rates. Pub.

Brick & Clay Record, 59 E. Van Buren St., Chicago. (M-50) News and features of brick and clay industry. Regular correspondents. J. M. Lange. Mng. Ed. 1c up, Pub.

Building Supply News, 59 E. Van Buren St., Chicago. (M-20, Jan. \$3.00) Articles on yard operation and management; reports of conventions; 200-300 word articles for departments: "Practical Aids to Profits," and "Yard Kinks." John W. Parshall. 40c inch, Pub.

Bus Transportation, 330 W. 42nd St., New York. (M-35) Practical bus operation articles 1500, 2 or 3 photos. C. W. Stocks. $\frac{1}{2}$ c. Acc. News items, first 100 words 2c, bal. each item $\frac{1}{2}$ c. Pub. (Query.)

Carpet Trade Review, 45 W. 45th St., New York. (M-25) News and features of interest to floor covering dealers. Good rates. Pub.

Ceramic Industry, 59 E. Van Buren St., Chicago. (M-50) News items, pottery, glass, enamel plants, executives, sales campaigns, production activity. R. Newcomb. 1c, Pub.

Chain Store Age, 185 Madison Ave., New York. (M-35) Feature articles. G. M. Lebar. About $\frac{1}{2}$ c, Pub.

Church Management, Auditorium Bldg., Cleveland. (M) Illustrated articles on administration problems of church manager and pastor. Dr. Wm. Leach. $\frac{1}{2}$ c up, Pub.

Cleaning & Laundry World, 2 Park Ave., New York. (M) Technical articles on cleaning and dyeing; sales, promotion and merchandising articles of cleaning and laundry trade. Geo. B. Webster. $\frac{1}{2}$ c, Pub.

Coffee & Tea Digest, 106 Water St., New York. (M) Brief selling plans on coffee and tea 250-500. $\frac{1}{2}$ c, Pub.

Coin Machine Review, 1115 Venice Blvd., Los Angeles. (M) Human interest, true adventure, hunting and fishing experiences of the thrilling, unusual sort; historical oddities, etc., 1500. 100% male readership. P. W. Blackford. Fair rates. Pub.

Commercial Car Journal, Chestnut and 56th Sts., Philadelphia. (M-40) Articles on servicing and operating methods of truck fleet operators, particularly methods for effecting economies, 2000. George T. Hook. \$25 minimum. Pub.

Confectioners Journal, 437 Chestnut St., Philadelphia. (M-25) Illustrated articles on wholesale and retail candy manufacturing companies, describing production methods or merchandising policies. Illustrated articles, 1000 (or less) on jobbing confectionery businesses, showing how named jobbers employ profitable methods or policies, also how candy jobbers assist retailers in display and disposal of confections; also good retail merchandising stories. Up to 1c, photos \$1-\$3, Acc.

Confectionery and Ice Cream World, 99 Hudson St., New York. (W-20) Correspondents in principal cities provide news coverage. Fair rates. Pub.

Converter, The, 111 W. Washington St., Chicago. (M-35) Articles on new products, new processes, efficiency operations of envelope manufacturers and other paper converters, including manufacturers of paper containers, cartons, boxes. P. A. Howard, publisher. G. E. Jaenicke, Mng. Ed. $\frac{1}{2}$ c up, Pub.

Corset & Underwear Review, 1170 Broadway, New York. (M-85) Buyer news feature articles for corset and brassiere departments, specialty shops. Louise Camp. $\frac{1}{2}$ c, Pub.

Cracker Baker, The, 45 W. 45th St., New York. (Chicago office, 360 N. Michigan Ave.) (M-20) Stories pertaining to biscuit and cracker industry; plant writeups; sales stories, practical or technical articles; human-interest and success stories. Query. L. M. Dawson. 30c inch, Pub.

Crockery and Glass Journal, 1170 Broadway, New York. (M) Illustrated articles on china and glass sales promotion stunts in retail stores, 1000; interviews with buyers; merchandising stories; news items; photos; sales training articles. John Regan. $\frac{1}{2}$ c, Pub.

Curtain & Drapery Buyer & Drapery Profits, 373 4th Ave., New York. (M) Illustrated features on curtains and draperies that would interest buyers of these departments. Alice M. Small. Indefinite rates. Pub.

Dairy Produce, 110 N. Franklin St., Chicago. (2M-15) Limited market for illustrated features on processing and merchandising of dairy products. C. S. Paton. Up to 1c, Pub.

Dairy World, 608 S. Dearborn St., Chicago. (M-10) Factual articles on new or remodeled fresh-bottled milk plants; new or improved products; merchandising ideas of proved merit, on milk and milk products, 500-2000, with photos, ads. E. C. Ackerman. 1c, ads 50c up, photos $\frac{1}{2}$ up, Pub.

D and W, 100 E. 42nd St., New York (M-30) Articles covering transportation, material handling, storage, water ways and terminals, factory migration, warehouse taxes, regulation, etc. Eugene Spooner. 1c, photos \$1.50, Pub.

Department Store Economist, 100 E. 42nd St., New York. (Semi-M-25) Articles on department stores—management, systems, operations, merchandising, modernization, to 750. Longer by special arrangement. Not theories, but factual copy ghosted by store executive if possible. C. K. MacDermut, Jr. $\frac{1}{2}$ c, photos, \$2, within six weeks of receipt.

Diesel Digest, (Occidental Pub. Co.) 304 S. Broadway, Los Angeles. (M-25) News of new or unusual diesel engine applications, illustrations. 25c Col. inch. Pub. (Query on features.)

Diesel Power, 192 Lexington Ave., New York. (M-35) Articles on economics of Diesel plant operation 2000; photos. Lacey H. Morrison. 1c, Pub.

Diesel Transportation, (Supplement to Diesel Power) 192 Lexington Ave., New York. Illustrated articles on use of Diesel engines in locomotives, rail cars, tractors, etc. Lacey H. Morrison. 1c, Pub.

Diner, The, 234 Park Ave., Plainsfield, N. J. (M) Articles on food servicing in the dining car field 600-5000; news items; cartoons. Arthur P. Newmann. $\frac{1}{2}$ to 2c, cartoons, \$2.50 to \$5.00, fillers and news items, $\frac{1}{2}$ each, photos \$1.50 to \$2, Pub.

Domestic Engineering, 1900 Prairie Ave., Chicago. (M-25) Plumbing, heating, and air conditioning trade merchandising and technical articles up to 3000. Wm. W. Gothard. 1c, Pub.

Druggists' Circular, The, 12 Gold St., New York. (M-25) Druggist success articles. B. W. Rodman. Indefinite rates. Pub.

Drug Topics, 330 W. 42nd St., New York. (W-10) Retail drug trade. Dan Renick, Edit. Dir. 1c, Pub.

Drug Trade News, 330 W. 42nd St., New York. (B-W-15) News of manufacturers in drug and toilet goods fields. Dan Renick, Edit. Dir. 1c, Pub.

Editor & Publisher, 1700 Times Bldg., New York. (W-10) Daily newspaper trade articles, news items. Arthur T. Robb. \$2 a column up, Pub.

Electrical Dealer, 360 N. Michigan, Chicago. (M-35) Sales promotions on electric appliances and housewares. Frank E. Watts. 1c, Pub. (Query before submitting.)

Electrical South, Grant Bldg., Atlantic, Ga. (M-10) News and features of interest to electric power companies, Southern contractors, dealers, wholesalers. Carl W. Evans. 1c, Pub.

Excavating Engineer, S. Milwaukee, Wis. (M-25) Semi-technical articles on excavation by power shovels, draglines, dredges, clam shell, bull dozers and tractor-drawn scrapers; excavating contracts, open pit mining quarry, drainage, 500-2000. Arnold Andrews. 1c, photos \$1, cartoons \$1-\$2, Pub. (Query.)

Factory Management & Maintenance, 330 W. 42nd St., New York. (M) Query editor on articles on factory management and maintenance methods. L. C. Morrow. Good rates. Pub.

Farm-Town Hardware, 10th & Wyandotte Sts., Kansas City, Mo. (M) Limited market for articles on farm town hardware merchants. In territory between Mississippi River and Rocky Mts. Willard S. Johannsen. $\frac{1}{2}$ c, Acc.

Feed Bag, The, 741 N. Milwaukee St., Milwaukee. (M-25) Illustrated articles on outstanding merchandising ideas used by feed dealers, up to 800; specifically from N. E. quarter of the U. S. David K. Steenbergh, 1c, Pub.

Feedstuffs, 118 S. 6th St., Minneapolis. (W-5) Articles on merchandising, cost accounting, general business practices, applicable to the feed trade. Harvey E. Yantis. $\frac{1}{2}$ c, Acc.

Film Daily, 1501 Broadway, New York. (D-10) News of the film industry. J. W. Alcolate. Space rates.

Fishing Gazette, 465 8th Ave., New York. (M-25) Illustrated articles on all branches of commercial fishing (no sport fishing). Prefers preliminary outline on articles. Carroll E. Pelisier. Articles \$5 page, news 25c inches, photos \$1, Acc.

Flooring, 45 W. 45th St., New York. (M) News and features of interest to flooring contractors. Good rates. Pub.

Ford Dealer and Service Field, 407 E. Michigan St., Milwaukee (M-25) Ford trade articles preferably under 500, on selling, service, parts merchandising, administration, Ford super service station operators. Ford truck experience stories from users. Walter W. Belson. 1c, Acc. (Overstocked.)

Food Field Reporter, 330 W. 42nd St., New York. (B-W) News of the food and grocery product manufacturers. Dan Renick. 1c, Dept. items 8c line, Pub.

- F. T. D. News**, 550 W. Lafayette Blvd., Detroit. (M) Articles on floriculture, salesmanship, store decoration, delivery, etc., of interest to florists. Robert B. Powers. Fair rates. Pub.
- Fuel Oil News**, 1217 Hudson Ave., Bayonne, N. J. (Twice Monthly) News and illustrated features on retailers and marketers of fuel oil, to 1000. Oliver C. Kilinger. $\frac{1}{2}$ c up. Pub.
- Furniture Age**, 2225 N. Lakeside, Chicago. (M-50) Illustrated home furnishing trend articles 300 to 1000 in re furniture, rugs, draperies, bedding, toys; featuring outstanding promotions, new stores, model rooms, unusual merchandising methods. Must be well illustrated. J. A. Gary. 1c, photos \$2. Pub.
- Garrison's Magazine**, 40 Worth St., New York. (M) Outstanding features on department store merchandising; illustrated shorts pertaining to small retail stores especially acceptable. Flint Garrison. Excellent rates. Acc.
- Gas Age**, 9 E. 38th St., New York. (W) Articles and news of gas companies; interviews with public utility heads. H. O. Andrews. 1c, Pub.
- Gas Appliance Merchandising**, 9 E. 38th St., New York. (M) Illustrated features on merchandising of gas appliances, including gas-filled air conditioning units. H. O. Andrews. 1c, Pub.
- Geyer's Stationer and Business Equipment Topics**, 260 5th Ave., New York. (M) Brief, illustrated articles on stationery, office equipment and furniture, allied fields, advertising, etc., based on actual interviews. Thos. V. Murphy. \$5 each, Pub.
- Gift & Art Buyer**, 260 5th Ave., New York. (M) Brief interviews, illustrated, on gift and art, home decorative accessories, greeting card, allied fields, promotion methods, advertising etc. Thomas V. Murphy. \$5 each, Pub.
- Golfdom**, 14 E. Jackson Blvd., Chicago. (M except Nov.-Dec.) Articles on any phase of golf and country club operation and management, 1500. Herb Graffis. 1c, Pub.
- Hardware Age**, 100 E. 42nd St., New York. (2-M-15) Illustrated features on retail hardware stores. Charles J. Heale. \$12 page (about $1\frac{1}{2}$ to 2c per word). Pub.
- Hardware Retailer**, Security Trust Bldg., Indianapolis. (M-25) Illustrated hardware merchandising features. Glendon Hackney. 1c, Pub.
- Hardware World**, Burnham Bldg., 160 N. LaSalle St., Chicago. (M) Limited market for hardware merchandising stories, also sporting goods, housewares, china, glass, 100-1000. 1c, photos \$1, after Pub.
- Hat Life**, 1123 Broadway, New York. (M) Query on men's hat trade features. Ernest Hubbard. Good rates. Acc.
- Heating, Piping and Air Conditioning**, 6 N. Michigan Ave., Chicago. (M-25) Articles covering design, installation, operation, maintenance, of heating, piping and air-conditioning systems in industrial plants and large buildings up to 2000; mostly by engineers. C. E. Price. Good rates, Pub.
- Hide and Leather and Shoes**, 300 W. Adams St., Chicago. (W-15) Feature tannery and shoe manufacturing articles; brief news articles on new products, production methods, sales promotion campaigns by manufacturers. Ralph B. Bryan. 1c, Pub. (Query.)
- Highway Magazine**, Armo Drainage Products Assn., Middletown, O. (M) Articles on drainage, operation, improvements on public highways, etc., use of roads and streets, 800-1200; cartoons. W. H. Spindler. 1c, photos \$1. Acc.
- Hospital Management**, 100 E. Ohio St., Chicago. (M-20) Features news on various aspects of hospital management. T. R. Ponton. M. D. 1c, Pub.
- Hotel Bulletin**, 260 Tremont St., Boston. (M) Short items and articles on hotel maintenance and management, food preparation, food and beverage service. Wm. C. Pank. $\frac{1}{2}$ c, Pub.
- Hotel Management**, 222 E. 42nd St., New York. (M-25) Articles on hotel financing, maintenance, operation; remodeling of clubs. Action photos. Short ideas. J. O. Dahl. $1\frac{1}{2}$ c to 5c, Acc.
- Hotel World-Review**, 222 E. 42nd St., New York. (W-5) Mostly hotel news. Query on news and features. R. T. Huntington. $\frac{1}{2}$ to 1c, Acc.
- House Furnishing Review**, 1170 Broadway, New York. (M) Illustrated news, features, promotional articles from housewares, bath shops and major appliance departments 300-700. Julien Elfenbein. $\frac{1}{2}$ c, \$1 for photos, Pub.
- Ice & Refrigeration**, 435 N. Waller Ave., Chicago. (M-35) Ice-making, cold-storage, refrigeration articles and news; articles on ice merchandising. J. F. Nickerson. Indefinite rates, Pub.
- Ice Cream Field**, 19 W. 44th St., New York. (M-25) Merchandising and promotion ideas used or planned, for greater sales of ice cream, wholesale or retail. Howard Grant. $\frac{1}{2}$ c, Pub.
- Ice Cream Trade Journal**, 305 E. 45th St., New York. (M-25) Convention reports (on order); articles on management, manufacturing, distribution and sales activities of special wholesale ice-cream companies, 500-2000. V. M. Rabuffa. 1c, Pub.
- Illinois Editor**, 306 W. Main St., Mascoutah, Ill. (M-10) Fact articles on increasing subscriptions, special edition promotions, etc. Arthur D. Jenkins. $\frac{1}{2}$ c, Pub. (Overstocked.)
- Implement Record**, 1355 Market St., San Francisco. (M) Material mostly secured direct from trade, but occasional news purchased. (Query.) Chas. T. Post. Varying rates. Acc.
- India Rubber World**, 420 Lexington Ave., New York. (M-35) Technical articles and news items relating to rubber, 2500. S. C. Stillwagon. \$5 per 1000, Pub.
- Industrial Finishing**, 802 Wulsin Bldg., Indianapolis. (M-20) Articles of interest or value to industrial users of finishing materials, equipment, supplies in factories, 100-1500. W. H. Rohr. $\frac{1}{2}$ to 1c, Pub.
- Industrial Marketing**, 100 E. Ohio St., Chicago. (M) News and features on industrial marketing and advertising. Ralph O. McGraw. 1c, Pub.
- Industrial Retail Stores**, Southern Bldg., Washington, D. C. (M-20) Merchandising articles and success stories on "company store" operations, 500-1000. Hull Bronson. $\frac{1}{2}$ c, Pub.
- Industry & Welding**, Industrial Pub. Co., 812 Huron Rd., Cleveland. (M-Free) Constructive articles for the welder. Irving B. Hexter. 1c, Pub.
- Infants' & Children's Review**, 1170 Broadway, New York. (M) Articles on merchandising of infants' and children's garments; news of buyers and sales promotion events in children's wear field. Mrs. Crete Dahl. $\frac{1}{2}$ c, Pub.
- Inland Printer**, 309 W. Jackson Blvd., Chicago. (M-40) Constructive articles on production, selling, management problems of printing industry. J. L. Frazier. Indefinite rates, Pub.
- Institutions**, 1900 Prairie Ave., Chicago. (M) Articles on maintenance and management of institutions. Photos. Ernest Reveal. 1c, photos \$2 up, Pub.
- Insurance Field**, 322-28 W. Liberty St., Louisville, Ky. (Life Edn., W-15; Fire Edn. W-25) Correspondents covering fire, casualty, life insurance news in all principal cities. Elmer Miller, Jr. About $\frac{1}{2}$ c, Pub.
- International Blue Printer**, 506 S. Wabash Ave., Chicago. (M-30) Illustrated technical articles on blue printing, photo copying, mechanical and constructive engineering, 2000 or less. Glen Edwards. 1c, photos \$1. Pub.
- Jewelers Circular-Keystone**, 100 E. 42nd St., New York. (M-25) Illustrated stories on window display, advertising, silverware merchandising, watch merchandising, based on experience of some well-rated jeweler, 1200-1500. F. V. Cole. 40c inch, photos, \$3, Pub.
- King Coal**, Castania Bldg., Asheville, N. C. (M) Illustrated articles on modern retail coal handling plants and domestic service work from southeastern states only. Henry Brown. Rates not stated.
- Laundry Age**, 9 E. 38th St., New York. (M-25) "How" articles on power laundry operation and selling; also dry cleaning production and selling. I. O. Spellman, Ed. J. Vincent. $\frac{1}{2}$ c up, Pub.
- Laundryman's-Cleaner's Guide**, Commercial Exchange Bldg., Atlanta, Ga. (M-50) Articles on merchandising, advertising, production, selling, management, delivery fleets maintenance, layout of production line, etc., in modern steam laundry and dry cleaning plants, 750-1200. $\frac{1}{2}$ c, photos 50c to \$1, Pub.
- Linens & Domestics**, 1170 Broadway, New York. (M-35) Trade and feature articles on linen goods, bed spreads, blankets and towels; interior or window display photos. Query on anything special. Julien Elfenbein. $\frac{1}{2}$ c, photos \$1, Pub.
- Liquor Store and Dispenser**, 205 E. 42nd St., New York. (M-30) Illustrated merchandising articles 800 for wine and liquor retailers, taverns and restaurants; cartoons. Frank Haring. $1\frac{1}{2}$ c, photos \$1.50, Pub.
- Luggage and Leather Goods and Handbag Buyer**, 1170 Broadway, New York. (M) Successful merchandising plans, department store handbag and luggage departments. Unusual window displays and interior layout. News about buyers. Arthur Melina. $\frac{1}{2}$ c, Pub.
- Magazine of Light**, The Nela Park, Cleveland, O. (8 times year-20) Feature articles of modern lighting installation with a merchandising and engineering appreciation, 1000. J. L. Tugman. 1c, Acc.
- Meat**, 2244 Calumet Ave., Chicago. (M) Query on feature articles based on interviews with meat-packing officials on production methods, merchandising ideas. M. L. Samson. $\frac{1}{2}$ c, Pub.
- Men's Wear**, 8 E. 13th St., New York. News, features on men's wear departments, stores. H. J. Waters. Good rates, Pub.
- Mida's Criterion**, 155 E. 44th St., New York. (M-25) Articles and news of wholesale and retail liquor and wine business. Query. A. B. Greenleaf. 1c, Pub.
- Mill & Factory**, (Conover-Mast Corp.) 205 E. 42nd St., New York. (M-35) Query editor for copy of magazine and instructions. Hartley W. Barclay. 1c up, usually Acc.
- Modern Brewer**, 43 E. Ohio, Chicago. (M-40) Interviews with brewers and brew-masters on technical problems; biographical sketches of brewery executives on assignment only. Allan E. Beach. 1c up, usually Acc.
- Modern Hospital**, 919 N. Michigan St., Chicago. (M-35) Hospital subjects, 750-1500, from experts only. Alden B. Mills. Pub.
- Modern Packaging**, 122 E. 42nd St., New York. (M-50) Illustrated articles on package production, merchandising window and counter display, on assignment. A. Q. Maisel. 1 to 4c, Pub.
- Modern Pharmacy**, 12 E. 41st St., New York. (M) Crack business shorts with photos, human interest articles, concerning actual pharmacists. Allen Klein. Approx. 2c, 3 weeks after Acc.
- Modern Plastics**, 122 E. 42nd St., New York. (M-50) Articles on plastic materials, plastic products, uses, adaptations, on assignment only. Wm. T. Cruse.
- Modern Retailing**, 250 5th Ave., New York. (Q) Illustrated short articles detailing successful sales ideas, methods and stunts of small stores selling stationery, office supplies, school needs, novelties, etc. Photos of stores. David Manley. 1c, Pub.
- Modern Stationer**, 250 5th Ave., New York. (M-25) Illustrated dealer stories. David Manley. 1c, photos, space rate, Pub. (Overstocked.)
- Monumental World**, Mortgage Guarantee Bldg., Atlanta, Ga. (M) Stories of successful monument dealers and their business methods, spot news. Ray Warwick. Low rates, Pub.
- Motor**, 572 Madison Ave., New York. (M) Articles on merchandising, service and management for new car dealers, repair-shop operators, automotive jobbers. Neal G. Adair. Good rates, Pub.
- Motor Service**, 549 W. Washington Blvd., Chicago. (M) Articles and photos of interest to automotive repair shop service managers. Send for detailed instruction sheet.
- Motorship and Diesel**, 192 Lexington Ave., New York. (M-35) News items on Diesel powered boats and short articles on marine Diesel performance. L. R. Ford. 1c, Pub.
- Music Trades**, 113 W. 57th St., New York. (M-25) News and features of the music business. W. J. Daugherty. Low rates, Pub. (Slow to report.)

- National Bottlers' Gazette**, 80 Broad St., New York. (M-50) Features and photos of interest to the bottled soft drink industry. W. B. Keller, Jr. \$7.50 page. Pub.
- National Carbonator & Bottler**, Commercial Exchange Bldg., Atlanta. (M-50) Illustrated articles on merchandising, advertising, production, selling, management, delivery fleets for soft drink industry, in actual use. 750-1250; news items 50-100. 1/4c. to 1c, photos 50c to \$1. Pub.
- National Cleaner & Dyer**, 305 E. 45th St., New York. (M-25) Short detailed articles and illustrations on unusual production and sales methods in the dry cleaning field. Paul C. Trimble. Special rates.
- National Clothier**, Merchandise Mart, Chicago. (M) Short-merchandising ideas, features. Allen Sinsheimer. 1/4c. Pub.
- National Jeweler**, 531 S. La Salle St., Chicago. (M-25) Limited market for illustrated articles with news and merchandising slant, 250 to 500. Francis R. Bentley. 1/4c. to 1c, Acc.
- National Provisioner**, 407 S. Dearborn St., Chicago. (W) News and features on modern meat packing plants. John B. Grey. 1/4c. Pub.
- National Sign Journal**, 729 Broadway, Denver. (M-20) News of the sign industry and outdoor advertising; features on outstanding sign campaigns, and men prominent in the sign world; illustrated articles on interior fluorescent lighting. Col. Orville J. Grisler. 1/4c. up. Pub.
- News**, The, 1900 Prairie Ave., Chicago. (M-25) Articles on firms selling automatic heat and air conditioning equipment, to 1500. 1c. Pub. R. L. Bradley.
- Northwestern Miller**, 118 S. 6th St., Minneapolis, Minn. (W-5) Merchandising articles about or of interest to millers and wholesale distributors; illustrated articles on new wholesale groceries, grocery warehouses; super markets, co-op. establishments. Carroll K. Michener. 1/4c. Acc.
- Notion and Novelty Review**, 1170 Broadway, New York. News of notion department buyers. Merchandising features. A. I. Mellin. 1/4c. Pub.
- Office**, 377 Broadway, New York. (M) Articles of interest to commercial stationers, office equipment dealers; also, method articles of interest to office managers. W. G. Singleton. 1/4c. up. Acc.
- Office Appliances**, 20 N. Wacker Dr., Chicago. (M-25) Articles on selling office equipment 1200. Walter S. Lennartson, Assoc. Ed. 2 col. pages 30c inch; 3 col. pages 20c inch. Pub.
- Pacific Drug Review**, Woodlark Bldg., Portland, Ore. (M-25) Articles on drug merchandising, window and inside display, advertising. F. C. Felter. Nominal rates, Pub.
- Pacific Road Builder and Engineering Review**, 639 New Call Bldg., San Francisco. (M) Illustrated feature material of interest to engineering and roadbuilding contractors and engineers, from Western states only. W. L. Netherby. \$15 minimum, including photos, Pub.
- Packing & Shipping**, 30 Church St., New York. (M-25) Items of interest to large industrial companies, railroads and other transportation agencies, on packing, loading, hauling, distribution, loss and damage in shipping, etc., 1000. C. M. Bonnell, Jr. 1/4c. to 1c, photos 50c to \$1. Pub.
- Paris Beauty-View**, Rm. 908, 1121 S. Hill St., Los Angeles Cal. (M-free). 500-750 word interviews with successful beauty shop owners in Western states, business-building helps, etc. F. L. Richards. 1c, photos \$2. Acc.
- Photographic Retailing**, 280 Madison Ave., New York. (M) Business articles on selling of photographic equipment, 1000-1600; fillers, 50-200; jokes, epigrams, trade news items; photos. Howard L. Shontine. 1c up, jokes, 50c-82; photos, \$1-2. Pub.
- Picture and Gift Journal**, 537 S. Dearborn St., Chicago. (M-20) Merchandising articles on picture shops, photos. J. C. Raleigh. About 1/4c. photos, 50c to \$1. Pub.
- Plumbing and Heating Journal**, 515 Madison Ave., New York. (M-25) Articles covering current trends in plumbing and heating business; unusual merchandising, management methods of successful contractors with pertinent high-grade human-interest illustrations, 1000. T. F. J. Moffett. 1c, Pub.
- Power**, 339 W. 42nd St., New York. (M-35) Technical articles on power generation by engineers or power executives, up to 1500. \$10 to \$12 page, 1000 words, Pub.
- Power Plant Engineering**, 53 W. Jackson Blvd., Chicago. (M-25) Articles on power plant operation, appliances and use, 500-1500. Ralph E. Turner. 6/10c. Pub.
- Power Wagon**, 536 Lake Shore Drive, Chicago. (M) Articles on operation and maintenance of large fleets. A. W. Stromberg. 1c Pub. (Slow to use.)
- Practical Builder**, 59 E. Van Buren St., Chicago. (M-10) Correct technical articles on residential and smaller business building, with "how-to-do-it" standpoint, 300. Herbert V. Kaepfel. Ex. Ed. Indefinite rates, Pub.
- Printing**, 41 Park Row, New York. (M-25) Printing plant and sales management articles up to 1200, trade news of employing printers and their plants. Charles C. Walden, Jr., Ed.; Ernest F. Trotter, Mng. Ed. 30c inch, photos, \$1 to \$2. Pub.
- Progressive Grocer**, 161 6th Ave., New York. (M-20) Illustrated idea articles 100-200; grocery trade articles, especially success stories, 1200-1500; photos. Carl W. Dipman. 1 to 2c. Acc. Original jokes with grocery slant, \$1 each. Attractive photos of food window and interior displays, meat displays \$3 to \$5 each.
- Publishers' Weekly**, The, 62 W. 45th St., New York. (W-15) Articles about and of interest to the book trade, 1500-2000. Frederic G. Melcher, Mildred C. Smith. 1c. 10th of mo. following Pub.
- Radio Service Dealer**, 11 W. 42nd St., New York. (M) Technical and trade articles dealing with radio servicing as a profession, 700-1500. M. L. Nuhleman. 1c-2c. Pub.
- Radio-Television Journal & Talking Machine World**, 1270 6th Ave., New York. (M) Trade news and features. Limited market. Daniel Webster. Fair rates, Pub.
- Radio and Television Retailing**, 330 W. 42nd St., New York. (M) Illustrated features on radio merchandising, 100-500. W. McDonald. 1c up, Acc.
- Radio and Television To-day**, 480 Lexington Ave., New York. (M) News and features of trade. Dr. Orestes H. Caldwell. 1c up, Pub.
- Radio and Television Weekly**, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Low rates, Pub.
- Railway Mechanical Engineer**, 30 Church St., New York. (M-35) Railroad shop kinks, photos. Roy W. Wright, 50c inch, Pub.
- Real Estate Record**, 119 W. 40th St., New York. (W-50) Articles on building management (office and apartment buildings). Norbert Brown. 1c, Pub.
- Refrigeration**, 711 Glenn St., S.W., Atlanta, Ga. (W-10) Name and fact stories on ice refrigeration, merchandising of ice and ice refrigerators and refrigerated locker plants. R. Wesley Baxter, \$4 column, Pub.
- Retail Bookseller**, The, 55 5th Ave., New York. (M-20) Approved articles of practical interest to booksellers and rental library proprietors, 1500-2500. Francis Ludlow, 1c, Acc.
- Retail Management**, 260 Tremont St., Boston, Mass. (M) Concise, full-of-fact articles on department and furniture merchandising, management, promotions. Wm. C. Pank. 1/4c. to 1c, Pub.
- Retail Tobacconist**, 1860 Broadway, New York. (M-15) Articles on business methods of successful tobacconists 500-1500. Wm. H. Small. 1/4c. Pub.
- Rock Products**, 309 W. Jackson Blvd., Chicago. (M) Articles on cement, lime, gypsum quarries, sand and gravel plant operations, etc. Indefinite rates, Pub.
- Rough Notes**, 222 E. Ohio St., Indianapolis. (M) Business-getting ideas of interest to automobile, casualty, fire and marine insurance salesmen. Irving Williams. Fair rates, Pub.
- Rubber Age**, 250 W. 57th St., New York. (M-25) Articles of interest to manufacturers of rubber products up to 2400. M. E. Lerner. \$8 page, Pub.
- Seed World**, 223 W. Jackson Blvd., Chicago. (2M) Articles on growing and merchandising seeds. W. L. Oswald. 1/4c. Pub.
- Service**, 19 E. 47th St., New York. (M-25) Technical or semi-technical articles of interest to the professional radio service man, and distributor of radio parts and accessories. Robert G. Herzog. 1s.
- Shipping Management**, 425 4th Ave., New York. (M-25) Articles of interest to shippers of leading manufacturing, wholesaling, and retailing firms. Earl K. Collins. 1c, Pub.
- Shoe Repairer and Findings Dealer**, 111 Sumner St., Boston. (M-20) News of shoe repairers and findings dealers; features on progressive methods of outstanding repair shops. W. C. Hatch. \$4 per 1000. Pub.
- Soda Fountain Magazine**, 420 Lexington Ave., New York. (M-25) Illustrated articles on business-building methods for soda fountains, soda lunches, up to 1000. Duncan Ross. 1c, Pub.
- Southern Funeral Director**, 711 Glenn St., S.W., Atlanta, Ga. (M-25) Articles of interest to southern morticians; merchandising in display rooms, collections, advertising. Illustrated articles on new funeral homes costing \$25,000 or more. J. C. Edwards. 1/4 to 1 1/4c. Pub.
- Southern Hardware**, 1020 Grant Bldg., Atlanta, Ga. (M-25) Illustrated articles on management and merchandising methods in southern hardware stores. T. W. McAllister, 1c up, Pub.
- Southern Printer**, Mortgage Guarantee Bldg., Atlanta. (M) Illustrated practical, factual articles, 1000-1500, based on actual experiences of printers in 14 southern states. Ray Warwick. 20c, Col. inch, Pub.
- Southern Stationer & Office Outfitter**, Mortgage Guarantee Bldg., Atlanta, Ga. (M) Business-building articles based on interviews with Southern stationers and office outfitters. Ray Warwick. Low rates, Pub.
- Southwestern Baker**, 542 M. & M. Bldg., Houston, Tex. (M-20) News and features of Arkansas, Louisiana, Mississippi, So. Carolina, Tennessee, Texas, Alabama, Florida, Georgia, N. Carolina, Oklahoma and New Mexico, baking industry. Charles Tunnell. 1/4 to 1c, photos \$1. Pub.
- Southwestern Bottler**, P. O. Box 1922, San Antonio, Tex. (M-25) Practical merchandising articles based on interviews with specific bottlers in New Mexico, Oklahoma, Louisiana and Arkansas. Laney McMath. 1/4c. up, Pub.
- Spice Mill**, The, 106 Water St., New York. (M-35) Feature articles on tea, coffee, spices, condiments and flavoring, especially dealing with practical manufacturing and merchandising problems. 1/4c. to 1c, Pub.
- Spirits**, 29 W. 57th St., New York. (M-25) Articles on activities of wine and spirit wholesalers, distributors and their salesmen. Harry Schwarzschild.
- Sporting Goods Dealer**, The, 10th and Olive Sts., St. Louis, Mo. (M) Illustrated interviews on sporting goods merchandising store arrangement, news. H. G. Heitzberg. 1/4c. up, Pub.
- Starchroom Laundry Journal**, 305 E. 45th St., New York. (M-25) Laundry stories in pictures (Life magazine style). Noel Grady. Special rates, Pub.
- Super Market Merchandising**, 45 W. 45th St., New York. (M) Illustrated articles, and news items, on management and operation of super markets. M. M. Zimmerman. 1/4c. Acc.
- Surgical Business**, 369 Lexington Ave., New York. (M-25) Articles of interest to manufacturers, wholesalers, dealers and salesmen of surgical supplies, instruments, equipment and orthopedic appliances, covering buying, selling, merchandising, advertising and promotion, systematizing, accounting, credits and collections, to 1000. Dramatic or pattern photos for front cover. 1c up, Pub.
- Syndicate Store Merchandiser**, 79 Madison Ave., New York. (M-20) Interior and exterior photos of outstanding 5 and 10 cent store displays; news of personnel changes, with photos; and stores with photos. Preston J. Bell. 1/4 to 1c, Acc.
- Telegraph Delivery Spirit**, 356 S. Spring St., Los Angeles. (M-50) Staff written except for monthly short short-story 850-900 dealing with tourist business, and one authoritative article for "Helpful Ideas for Your Business" department, 900-950. Heath Campbell. 1/4c. Pub. Cartoons, \$2.50.
- Tire Rebuilders News**, 381 4th Ave., New York. (M-20) 1000-2000 word features, short news items, photos. Specializes in practical ideas for retreading, vulcanizing and tire repair shops. Douglas W. Clephane. 1/4 to 1c, Pub.
- Tire Review**, 31 S. Sumner St., Akron, Ohio. (M) News of the trade; merchandising articles on tire retailers, retreaders, etc. Edward S. Babcox. 1c, Pub.
- Tires Magazine**, 420 Lexington Ave., New York. (M-25) Merchandising and servicing articles on tire retailers and super-service station operators 1500-2000. Jerome T. Shaw. 1/4 to 1c, news items 25c inch fillers, 1/4c. photos \$2. Pub.
- Toei Engineer**, The, 2842 W. Grand Blvd., Detroit. (M) Technical articles on new manufacturing methods, new processes, new types of fixtures, etc. up to 1200. Roy T. Branson. \$10 page (3 col. 10 in. 10 pt.), Pub.
- Toys and Novelties**, 307 N. Michigan Ave., Chicago. (M) Special assignments only. Corena Daugherty. 1/4c. Pub.
- Venetian Blind Dealer**, 431 S. Dearborn St., Chicago. (M) Articles on merchandising of Venetian blinds; also photos and items showing interesting and unusual applications. M. B. Fendleton. 1c, Pub.

Venetian Blind News, St. Louis Ave., Et. Worth, Tex. (M-Free) Short articles on Venetian blind plant operations, ideas on blind installations, etc. Tom Murray, 20c inch, Pub.

Voluntary and Cooperative Groups Magazine, The, 114 E. 32nd St., New York. (M) Constructive articles for heads of voluntary and cooperative organizations 1000-2000. Gordon Cook. 4c, photos \$1, Pub.

Wallpaper Magazine, 41 Union Sq., New York. (M-25) Sales promotion, success stories, new ideas in dealer display. Up to 1000, trade news. C. M. Wieland, approximately 1c, Pub.

Welding Engineer, 506 S. Wabash Ave., Chicago. (M-25) Technical and practical articles of interest to welding departments and shops. T. B. Jefferson. 1c, Pub.

Western Brewing World, 304 S. Broadway, Los Angeles. (M) News and features of brewing industry of West. Geo. F. Haines. Query on features. Pub.

Western Confectioner See Cream News, 304 S. Broadway, Los Angeles. (M-25) Features on successful merchandising methods of candy and ice cream manufacturers and manufacturing retailers in the West. Query. Geo. F. Haines. 25c inch, Pub.

Western Construction News, 333 Kearney St., San Francisco. (M-25) Articles on all phases of Western civil engineering. J. I. Ballard. Varying rates.

Western Flying, 304 S. Broadway, Los Angeles. (M) Practical articles on aviation sales, service, production, or aircraft operation. Query on features. Selby Calkins. 1c and up, Pub.

Western Plumbing & Heating Journal, 3685 S. Vermont Ave., Los Angeles. (M) Trade news and features from west of the Rockies. John B. Reeves. Indefinite rates, Pub.

Wholesaler's Salesman, 330 W. 42nd St., New York. (M-25) Query editor on experience stories of wholesalers' salesmen in selling electrical products. O. Fred. Rost. \$10-\$25 article, Pub.

Wine & Liquor Retailer, 220 E. 42nd St., New York. (M-10) Illustrated merchandising features on wine and liquor package stores (no bars). Low Schwartz. 4c, Pub.

Wine Review, 1355 Market St., San Francisco, Calif. (M-25) Articles on effective wine merchandising, etc. News items. Victor C. Boissiere. 25c inch, Pub.

Wood Construction, Xenia, O. (2M-20) News articles on retail lumber and building supply dealers, based on specific interviews. Findlay M. Torrence. 16c inch, including art, Pub.

C—JUVENILE LIST

GENERAL FIELD

BOYS AND YOUNG MEN

Air Youth of America, Inc., 30 Rockefeller Plaza, New York. (M) Stories of youth's activities in aviation, 1,000. Russell Newcomb. 1c, Pub.

American Boy, The, 7430 2nd Blvd., Detroit, Mich. (M-20) Boys, high-school and college age. Short-stories up to 4500. Western, mystery, sports, detective, etc. Humor. Non-fiction up to 2500. Fillers 300, with action photos on achievements of boys; picture spreads. Geo. F. Pierrot. 2c up, Acc.

American Farm Youth Magazine, Jackson at Van Buren, Danville, Ill. (M-10) Outdoor, rural, modern agricultural articles 100-1000, adventure, mystery, action short-stories 1000-4000, adventure novelettes 6000-12,000, jokes; short-stories 100-350. Robert Romack. 4c up, photos 50c to \$2, Pub.

American Newspaper Boy, 416 N. Marshall St., Winston-Salem, N. C. (M) Adventure short-stories, newspaper carrier boy characters, by authors familiar with work of modern newspaper boys; also other adventure stories of appeal to young men and older boys, 2000-3000. Bradley Welfare. \$10 per story, Acc.

Boys' Life, 2 Park Ave., New York. (M-15) Boy Scouts publication, ages 14 to 18. Outdoor adventure, sport, achievement short-stories 2000-4000; serials 2 to 4 installments of 5000. James E. West, Ed.; Irving Crump, Mng. Ed. 1 1/2c up, Acc. (Well stocked.)

Open Road for Boys, 729 Boylston St., Boston. (M-10 except Jan. and Aug.) Older boys interests. Aviation, sport, Army and Navy, adventure, humor. Short-stories 2000-3500; serials up to 40,000; articles 1000-1500. Unusual photos. Clayton H. Ernst. 3/2c up, Pub. or Acc. (Somewhat overstocked.)

GIRLS

American Girl, (Girl Scouts, Inc.) 14 W. 40th St., New York. (M-15) Girls, ages 10 to 18. Action short-stories 2500-3700; articles 1500-3000. Anne Stoddard. 1c up, Acc.

BOYS AND GIRLS

Child Life, (Rand, McNally & Co.) 536 S. Clark St., Chicago. (M-25) Ages up to 12. Short-stories, articles, poems, usually planned with editor, up to 1800. Wilma McFarland. 3/2c up, Acc. (Overstocked.)

Children's Activities, 1018 So. Wabash, Chicago. (M) All types of articles and stories of interest to children from 3 to 10. G. C. Myers, Ed. 1/2c to 1c, Acc.

Children's Play Mate Magazine, Cleveland, Ohio. (M-15) Mystery, adventure, historical, foreign short-stories for boys and girls 10 to 14, 1800 words; nursery stories for children 5 to 9; 500-1000; cartoons. Esther Cooper. Fiction usually 1c, Pub.

Jack and Jill, (Curtis) Independence Sq., Philadelphia. (M-25) Juvenile short-stories under 1200, articles 600, verse, art work. Ada C. Rose. Rates not stated. Acc.

Young America, (Exton Pub. Corp.) 32 E. 57th St., New York. (W-5) Young people 8 to 18. Short-stories 2000, broadly educational background. Winthrop Brubaker. 1c, Acc.

Youth Today, 250 Park Ave., New York. (M-25) Reprint articles of interest to boys and girls, 13 to 19. Will consider original articles, 1500; short-stories 2500, but not the usual "juvenile" material. Harry Miller. 1c, Pub.

COMIC AND CARTOON MAGAZINES

Ace Comics, King Comics, Magic Comics (David McKay Co.) 604 S. Washington Sq., Philadelphia, Pa. (M-10) Cartoon strips chiefly obtained from King Features Syndicate; some original work. Feature pages; juvenile serial stories, 6 parts, 2500 words each, and one-part stories, 2500. Margery McKay. Good rates, Acc.

Best Comics (Q-10), **Startling Comics** (Bi-M-10), and **Exciting Comics** (Bi-M-10), (Thrilling), 22 W. 48th St., New York. Purchase continuities for strips. Write giving details before submitting. State price desired. Acc.

Circus, (Globe Syndicate) 16 E. 48th St., New York. (M-10) Cartoons, comics, puzzles, prize contests. Rates not at hand.

Champion Comics, (Worth Pub. Co.) 1 E. 42nd St., New York. 2-Page Story synopses for boys, 10 to 16 years; original comic strips (write for directions). Leo Greenwald. \$10 per story, Acc.

Crackajack Funnies, Super Comics, (Whitman Pub. Co.) Poughkeepsie, N. Y. (M-10) Cartoons, comics, principally from syndicates, adventure serials. Rates not at hand.

Detective Comics, **More Fun Comics**, **Adventure Comics**, **Action Comics**, (Detective Comics, Inc.) 480 Lexington Ave., New York. (M-10) Original narrative strips. Whit Ellsworth.

Famous Funnies, 50 Church St., New York. (M-10) Cartoon strips obtained from regular sources; considers original work. Harold A. Moore. Action short-stories 1500. \$25 each. Pub.

Feature Comics, (Comic Favorites), 322 Main St., Stamford, Conn. (M-10) Comic strips, chiefly of syndicated origin. Rates not at hand. Edward C. Cronin.

Fresh, 480 Lexington Ave., New York. Sophisticated cartoons. (Submit roughs). W. W. Scott. \$5 each, Acc.

Funny Picture Stories, **Little Giant Comics**, **Little Giant Movie Funnies**, **Funny Pages**, (Centaur Pubs.) 461 8th Ave., New York. Cartoons, comics, mystery and adventure short-stories. Payment on Acc.

Popular Comics, **The Funnies**, (Dell) 149 Madison Ave., New York. (M-10) Comic-strip material, chiefly furnished by syndicate or staff artists. Larry Wolfe.

Shadow Comics, (S. & S.) 79 7th Ave., New York. (M-10) Comics for children. Indefinite rates, Acc.

Tip Top Comics, **Comics on Parade**, (United Features Synd.) 220 E. 42nd St., New York. (M-10) Comic strips, cartoons, and cartoon ideas, juvenile jokes. Ken Steffan.

RELIGIOUS PUBLICATIONS

SENIOR AGE (16 years up)

(Boy and Girl)

Challenge, (Presbyterian Pubs.) 73 Simcoe St., Toronto, Canada. (W-5) Young people, 16 years up. Adventure, achievement, moral short-stories 2500-3000, articles 500-1000, fact items, fillers. N. A. MacEachern. Varying rates, Pub.

Classmate, (Methodist Book Concern) 420 Plum St., Cincinnati. (W-5) Young people 18 and over. Not interested in uncollected material. A. D. Moore.

Epworth Herald, 740 Rush St., Chicago. (2-M-6) Articles and short-stories of interest to young Methodists, high school, college ages, 800; serials 5000; nature, religious verse up to 20 lines; photos. W. E. J. Gratz. About 1/2c, verse about 1 1/2c line, Pub.

Epworth Highroad, (Whitmore & Stone) 810 Broadway, Nashville, Tenn. (M) Young people 16 to 24. Short-stories 2500-4000; serials, 4-8 chapters; illustrated articles 1000-1800; striking photos. Miss Rowena Ferguson. 1/2c up, Acc.

Forward, (Presbyterian Bd. of Christian Education) 910 Witherspoon Bldg., Philadelphia. (W) Young people, 18 to 23 years. Short-stories 3000; serials 6 to 10 chapters, 3000 each; illustrated articles 1000; editorials about 300; young viewpoint, interesting style. Park Hays Miller. 50c per 100 words, Acc.

Front Rank, The, (Christian Bd. of Pub.) Beaumont and Pine, St. Louis, Mo. (W) Young people and adults. Moral short-stories 2500-3500; illustrated articles; poems; fillers; photos. Herbert L. Minard. \$3.50 per M Acc.

Onward, (United Church Pubs.) 229 Queen St. W., Toronto. (W) Young people. Short-stories, articles, serials, verse, nature and science material. Archer Wallace. 1/2c, Acc. (Overstocked.)

Onward, Box 1176, Richmond, Va. (W-3) Presbyterian young people. Character building short-stories, serials, articles, editorials. Miss Clarabel Williams. Rates not stated. (Overstocked.)

Our Young People, (Brethren Pub. House) 16-24 S. State St., Elgin, Ill. (W) Young people 13 to 20 and older. Low rates, Acc.

Sunday Companion, The, 320 Broadway, New York. (W) Catholic juvenile for parish schools. Fiction; current events, miscellany. Rates not stated.

Try, (Baptist Sunday School Board) 161 8th Ave., N., Nashville, Tenn. (W) Young people, 17 years up. Adventure, achievement, short-stories 1500-3500; serials 8-10 chapters, 2500-3000 each, descriptive, biographical, travel articles up to 2000 (authorities must be cited); verse; short editorials 200-500. Wallace Greene. 1/2c, verse \$1 to \$2.50, Acc.

Watchword, The, (United Brethren Pub. House) 240 W. 5th St., Dayton, O. (W) Young people. Short-stories 1800-2800; serials, miscellany. E. E. Harris. \$1.50 to \$2 per M, Acc.

Young People, (Am. Baptist Pub. Soc.) 1701-1703 Chestnut St., Philadelphia, Pa. (W) Young people over 15. Clean, wholesome short-stories 2000-3000; serials 4-8 chapters, 2500-3000 each; fact, hobby, how-to-do articles, preferably illustrated, 100-1500; news articles about young people; verse, high literary standard. Stanley A. Gillet. \$3 and up per M, according to nature and quality of material, Acc.

Young People's Paper, (Am. Sunday School Union) 1816 Chestnut St., Philadelphia. (W) Late teen ages. Interdenominational feature and inspirational articles; short-stories up to 2500; serials 13,000; fillers 200-800. \$4 to \$5 per M, Acc.

Young People's Weekly, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Ages 15 to 25. Short-stories 2500; serials 2 to 6 chapters of 2500; popular articles with photos 1000; editorials 100-400. Good rates. Acc.

Youth, Huntington, Ind. (W) Short-stories 2000; articles of general interest to young people 16 to 25 yrs. 800. Cartoons, cartoon ideas. Paul Mancski, Tess Marie Gorka. 1/2c up, Pub.

INTERMEDIATE AGE (12 to 18)

(Boy)

Boy Life, (Standard Pub. Co.) 8th and Cutter Sts., Cincinnati. (W) Boys 13 to 17. Wholesome short-stories 1800-2000; serials, articles, miscellany. 1/2c up, Acc.

Boys' World, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Boys 13 to 18. Short-stories, 2200-2500; also short sports, 1000; scientific and vocational news items with humorous articles on etiquette, conduct and behavior, 800; verse photos; youth opportunity articles 1000 words with several photos, jokes. Good rates, Acc.

Canadian Boy, (United Church Publications) 299 Queen St., W., Toronto, Canada. (W) Teen-age boys. Short-stories, serials, verse, photos. Archer Wallace. 1/2c. Acc. (Overstocked.)

Catholic Boy, The, 1300 Foshay Tower, Minneapolis, Minn. (M-10) Wholesome action short-stories 2200-2800; articles for boys. J. S. Gibbons. 1/4 to 1c, Pub.

Pioneer, (Presbyterian Bd. of Christian Education) 910 Witherspoon Bldg., Philadelphia. (W) Boys 11 to 15. Short-stories 2500-3000; serials 4 to 10 chapters. 2500-3000 each, illustrated articles 700-1200; non-preachy editorials; cartoons; occasional verse. Park Hays Miller, 55¢ per M., photos 50¢ up, Acc. (Well stocked on articles.)

Target, (Methodist Book Concern) 420 Plum St., Cincinnati. (W-2) Boys 12-17. Alfred D. Moore.

(Girl)

Canadian Girl, (United Church Publications) 299 Queen St., W., Toronto, Canada. (W) Teen-age girls. Short-stories, serials, verse, photos. Agnes Swinarton. 1/2c. Acc.

Girlhood Days, (Standard Pub. Co.) 8th and Cutter Sts., Cincinnati, Ohio. (W) Girls 13 to 17. Wholesome short-stories 1800-2000; serials; miscellany. Maud V. Rouse. 1/2c up, Acc.

Girls' Companion, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Girls 14 to 17. Short-stories 2000-2500; illustrated occupation articles 200-750; editorials 50-150. Good rates, Acc.

Fertal, (Methodist Book Concern) 420 Plum St., Cincinnati, Ohio. (W-2) Girls 12-17. Short-stories, 1500-3000. Martha Keegan.

Queen's Gardens, (Presbyterian Bd. of Christian Education) 910 Witherspoon Bldg., Philadelphia. (W) Girls 12 to 15 Short-stories 2500-3000; serials 4-8 chapters, 3000 each; illustrated articles, editorials, verse, cartoons. Park Hays Miller. 55¢ M., Acc. (Overstocked.)

(Boy and Girl)

Ambassador, The, (Baptist Sunday School Board) 161 8th Ave., N., Nashville, Tenn. (W) Ages 13 to 17. Short-stories of present-day life, school, mystery, 2500-3500; illustrated vocational, travel, topographical articles 1500-2000; poems up to 4 stanzas. (Give source on factual material.) Novella Dillard Preston. 1/2c. Acc.

Cargo, (Whitmore & Stone) 810 Broadway, Nashville, Tenn. (W-75) Teen-age boys and girls. Short-stories 2500-3500; serials 3 to 10 chapters, usually on assignment; illustrated articles; striking photos. Rowena Ferguson. 1/2c up, Acc.

Christian Youth, 325 N. 13th St., Philadelphia. (W) Teen-ages; interdenominational. Wholesome short-stories with Christian teaching and uplift 1500-2000; serials 5000-10,000 fillers; nature, fact, how-to-make it articles, 200-500. Bible puzzles. Charles G. Trumbull, John W. Lane, associate. \$10 a story, fillers \$1 to \$4, puzzles 50¢ to \$1, Acc.

Friend, The, (United Brethren Pub. House) Dayton, Ohio. (W) Boys' and girls' moral, educational short-stories 1000-2500; serials 2 to 8 chapters; inspirational, inspirational articles 100-800; short verse. J. W. Owen. \$1 to \$5 per story, poems 50¢ to \$2, Acc.

Highway, (Christian Bd. of Pub.) Beaumont and Pine Sts., St. Louis, Mo. (W) Boys and girls, 12-18. Short-stories not over 2500; serials, 8-12 2500-word chapters; poems up to 20 lines; illustrated articles 100-1000. Frances Woolery. \$3.50 per M., Acc.

Lutheran Young Folks, (Lutheran Pub. House) 1228 Spruce St., Philadelphia. (W) Boys and girls over 14. Illustrated descriptive articles; short-stories 3000-3500; serials 6-12 chapters. Fair rates, Acc.

Sunday School Messenger, (Evangelical Pub. House) 3rd and Rely Sts., Harrisburg, Pa. (W) Young people, 12 to 17. Short-stories 1800; serials; nature, science, religious articles; verse, editorials 300. W. E. Poffey. \$1.25 per M., Acc.

Teens, (Am. Baptist Pub. Soc.) 1701 Chestnut St., Philadelphia. (W) Boys and girls, high school age. Clean, wholesome short-stories 1500-3000, boy and girl characters; serials 4-10 chapters, 2500 each; inspirational, fact, hobby, how-to-do articles, preferably illustrated, 100-1500; news articles about young people; verse, high literary standard. Stanley A. Gillet. \$3 and up, per M., Acc.

Venture, (Evangelical & Reformed Church) 1724 Chouteau Ave., St. Louis, Mo. (W) Early teen-age adolescents. (No MSS. needed at present.) Fred E. McQueen.

Young Canada, (Presbyterian Publications) 73 Simcoe St., Toronto, Ont., Canada. (W-02) Junior teen-age boys and girls. Short-stories 2000; short articles on invention, popular science, achievement, nature, foreign lands, etc., up to 500. N. A. MacEachern, M.A. Varying rates, Pub.

Young Catholic Messenger, 124 E. 3rd St., Dayton, Ohio. (W) Boys and girls, junior high age. Short-stories up to 1200. Cartoon ideas. Mrs. Mary Pfaffm Fisher. 1c. Acc. (Slow.)

Young People, The, (Augustana Book Concern) Rock Island, Ill. (W) Articles and short-stories, serials, Christian ideals for children 11 to 16; photos. Low rates; payment quarterly. Mrs. should be submitted to Rev. Emeray Johnson, 317 W Broadway, Little Falls, Minn.

Young People's Friend, (Gospel Trumpet Co.) 5th and Chestnut Sts., Anderson, Ind. (W) Moral character-building, religious short-stories 1000-2500; serials 3 to 15 chapters; verse 3 to 8 stanzas. Ida Byrd Rowe. \$3 per M., Pub.

Young People's Standard, (Nazarene Pub. House) 2923 Troost Ave., Kansas City, Mo. (W-5) Short-stories up to 2500, articles up to 1200; verse up to 16 lines, fillers. Sylvester T. Ludwig. \$2.50 per M. verse 10c line, Acc. (Overstocked.)

Youth's Comrade, The, (Nazarene Pub. House) 2923 Troost Ave., Kansas City, Mo. (W-5) Boys and girls, teen ages. Short-stories 2500, also 800-1000; serials, verse, news items, art work, religious and out-of-door subjects. Miss Edith Lantz. \$2.50 per M., Acc.

JUNIOR AGE (9 to 12)

(Boy and Girl)

Boys' and Girls' Comrade, (Gospel Trumpet Co.) 5th and Chestnut, Anderson, Ind. (W) Ages 9 to 15. Stories of character building or religious value 1000 to 2000; serials 5 to 10 chapters; verse 2 to 6 stanzas. Ida Byrd Rowe. \$3 per M., photos 50¢ to \$2, Pub.

Children's Friend, The, (Augusta Pub. House—Lutheran) 425 S. 4th St., Minneapolis, Minn. (W) Articles, stories for ages 9-12, religious note liked; photos to illustrate. John Peterson. \$2.50-\$3 per M., 10th of Mo. after Acc.

Explorer, The, (United Church Publications) 209 Queen St., W., Toronto, Canada. (W) Boys and girls 9 to 11. Short-stories, serials, verse. Agnes Swinarton. 1/2c. Acc.

Institute Leaflet, (Gen'l Bd. of Rel. Ed.) 604 Jarvis St., Toronto, Canada. (W) Boys and girls, 9 to 11. Short-stories 1200, serials, verse. Rev. D. B. Rogers. 1/2c. payment quarterly.

Juniors, (Am. Baptist Pub. Soc.) 1701 Chestnut St., Philadelphia. (W) Boys and girls 9-12. Short-stories, Christian point of view, boy and girl character, 900-2500; serials 6-10 chapters, under 2500 words each. Educational articles 1000. Some poetry. Approx. \$4.50 per M., Acc.

Junior Catholic Messenger, 124 E. 3rd St., Dayton, Ohio. (W) Boys and girls 3rd, 4th and 5th grade age. Short-stories, simple vocabulary 600-800; articles 600, serials up to 6400; short fillers, jokes, verse, 12 lines. James J. Pfaffm, 1/2 to 1c, photos \$1 to \$3, Acc.

Junior Joys, (Nazarene Pub. House) 2923 Troost Ave., Kansas City, Mo. (W-5) Boys and girls 9 to 11. Market supplied at present. Mrs. Elizabeth Hodges. \$2.50 per M.; verse 10c line, Acc.

Junior Life, (Standard Pub. Co.) 8th and Cutter Sts., Cincinnati. (W) Children 9 to 12. Wholesome short-stories 1200-1500, shorter articles. Maud V. Rouse. 1/2c. Acc.

Junior Weekly, (Methodist Book Concern) 420 Plum St., Cincinnati, Ohio. Children 9-11.

Junior World, (Christian Bd. of Pub.) Beaumont and Pine Sts., St. Louis. (W) Children 9 to 12. Short-stories up to 2100; serials 8 to 12 2100-word chapters; poems up to 20 lines; illustrated informative articles 100 to 1800. Hazel A. Lewis. \$3 to \$4 per M., Acc.

Lutheran Boys and Girls, (Lutheran Pub. House) 1228 Spruce St., Philadelphia. (W) Ages 9 to 14. Short-stories, articles. Low rates, Acc.

Olive Leaf, (Augustana Book Concern) Rock Island, Ill. (W) Boys and girls, 8 to 11. Religious, adventure short-stories 600; articles 500; verse 8 to 12 lines. Submit MSS to Mrs. Clara Karlson, 1004 Lillian St., Hobart, Ind. 1/2c. Pub.

Our Boys and Girls, (Evangelical Pub. House) 3rd and Rely Sts., Harrisburg, Pa. Juniors, 9 to 11. Short-stories, articles. Low rates, Acc.

Our Boys and Girls, (Brethren Pub. House) 16-24 S. State St., Elgin, Ill. (W) Boys and girls 9 to 12. Stories; verse; photos. Edith A. Loose. Low rates, Acc.

Picture World, (Am. Sunday School Union) 1816 Chestnut St., Philadelphia. (W) Children under 12. Short-stories and incidents impressing moral and religious truths 400-800, verse. \$5 per M., verse 50¢ stanza, Acc.

Sentinel, The, (Baptist Sunday School Board) 161 8th Ave., N., Nashville, Tenn. Boys and girls 9 to 12. Mystery, camping, adventure, humorous short-stories 1500-2000; articles on birds, animals, gardening, games, things to make and do, 500-1000; verse. Novella Dillard Preston. 1/2c. Acc.

What to Do, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Boys and girls 9 to 12. Short-stories 2000-2500; serials 2-4 chapters 2000-2500 each; inspirational verse; editorials 100-400. Illustrated occupation articles 150-700. Good rates, Acc.

Young Crusader, The, 1730 Chicago Ave., Evanston, Ill. (M-35) W. C. T. U. children's paper. Temperance, health, character-building short-stories up to 1500. A. M. Langill. 1/2c. Acc. Verse, no payment.

TINY TOT AGE (4 to 9)

(Boy and Girl)

Child's Own, The, (General Bd. of Religious Education) 604 Jarvis St., Toronto, Canada. (W) Children under 8. Short-stories 250; verse. D. B. Rogers. 1/2c. payment quarterly.

Dew Drops and Little Leavers, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Children 4 to 8. Short-stories 500-900; short stories, editorials 50-200; verse up to 12 lines. Frances Cook Vance. 1c. Acc.

Jewels, (United Church Publications) 299 Queen St., W., Toronto, Canada. (W) Material for small children. 1/2c. Pub.

Little Folks, (Augusta Pub. House—Lutheran) 425 S. 4th St., Minneapolis, Minn. (W) Stories up to 400-450, moral, religious note, for ages 5-8. John Peterson. 1/2 to 1/4c. Acc.

Our Children, (Brethren Pub. House) 16-24 S. State St., Elgin, Ill. (W) Children 6 to 8. Low rates, Acc.

Our Little Folks, (United Brethren Pub. House) Dayton, Ohio. (W) Children 4 to 9 years. Short-stories 300-600. J. W. Owen. Up to 1/2c. Acc.

Our Little Messenger, 124 E. 3rd St., Dayton, Ohio. (W) 2nd grade children. Short-stories up to 400; things to do; poems. Send MSS to Pauline Scheidt, 434 W. 120th St., New York. 1c. poetry 25¢ a line, Pub.

Picture Story Paper, (Methodist Book Concern) 420 Plum St., Cincinnati, Ohio. Children 4 to 8.

Shining Light, (Gospel Trumpet Co.) 5th and Chestnut Sts., Anderson, Ind. (W-4) Children 5 to 9. Moral, character-building, religious short-stories 300-500; nature, religious verse; photos of nature, children. Ida Byrd Rowe. \$3 per M., Pub.

Stories for Primary Children, (Presbyterian Bd. of Christian Ed.) 910 Witherspoon Bldg., Philadelphia. (W) Children, 6 to 8. Character-building short-stories 500-800. Stories of world friendships and religious appreciation. Things to make and do. Park Hays Miller. 1/2c. verse 25¢ for 4 lines, Acc.

Storyland, (Christian Bd. of Pub.) Beaumont and Pine Sts., St. Louis, Mo. (W) Children under 9. Short-stories 300-1000; poems up to 40 lines; handicraft, articles 300-500; drawings or photos, child or animal subjects; simple puzzles. Hazel A. Lewis. \$3 to \$4 per M., Acc.

Storytime, (Baptist Sunday School Bd.) 161 8th Ave., N., Nashville, Tenn. (W) Children 6 to 8. Short-stories 400-650; articles and suggestions for playthings children can make 100-300; verse. Agnes Kennedy Holmes. No Mas. purchased during July, August. 1/2c. Acc.

Story World, (Am. Baptist Pub. Soc.) 1701 Chestnut St., Philadelphia. (W-2) Children under 9. Short-stories 500-700; simple illustrated story articles up to 400; short verse. Approx. \$4.50 per M., Acc.

LITERARY MARKET TIPS

LATE SAN FRANCISCO MARKET NEWS

By A. & J.'s San Francisco Reporter

Sunset Magazine is interested in news items and photographs for "What's New About Western Living" covering gardens, foods, building and modernization, travel and outdoors . . . also wants photos and diagrams describing "how to do" and "how to make" things Western . . . pictures about \$5; moderate rates for text; payment on publication. . . . The Miller Freeman publications (*Western Canner and Packer*, *Pacific Laundry and Dry Cleaner*, and others) maintain no budget for contributions, practically all copy being developed by staff members.

Wine Review will consider manuscripts of 1000 to 1500 words on any constructive phase of the wine industry . . . 25c the column inch, on publication . . . 1355 Market St.

Robin Lampson is the new editor of *The Coast*, now at 447 Sansome St. . . . Lampson is the author of nine books of verse, including two verse novels published by Scribner's . . . will consider 2500 to 3000 word manuscripts with illustrations . . . no longer interested in 600 to 1000 word manuscripts without art . . . has added fashions, mostly staff written, and travel, with pictures . . . and is open for poetry.

Fan Fare, bi-weekly, Ernest A. Allen, publisher, Thos. W. Anderson, editor, goes to patrons of independent grocers . . . not "particularly interested in manuscripts at this time." . . . emphasizes that authors should accompany manuscripts with return stamped envelopes. . . . *Implement Record*, 1355 Market, and *National Housewares Weekly*, both under the direction of Osgood Murdock, are not buying at this time.

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THE AUTHOR & JOURNALIST,
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1837 Champa St., Denver, Colo.

Harry Steager, president, Popular Publications, 205 East 42nd St., New York, announces that editor Howard Bloomfield has left this organization and will be sailing his boat south to get his adventures first hand; that Alden Norton has been elevated to the position of managing editor of what were formerly two different groups of magazines—*Dare-devil Aces*, *G-8 and His Battle Aces*, *Battle Birds*, *Fighting Aces*, *Sports Novels*, and *Dime Sports*; that Kenneth White, whose father started *Adventure* exactly 30 years ago and was its first editor, will be the new editor of *Adventure*.

Homecrafts and Hobbies, 142 West 24th St., New York, is no longer published.

Everyday Photography, 67 West 41st St., New York, has changed its name to *Prize Photography*.

Northwest Romances, 461 8th Ave., New York, is now being edited by Wallace Foote.

Sea Novel Magazine, 280 Broadway, New York, is a new bi-monthly announced by the Frank A. Munsey Co. M. Gnaedinger, editor, announces that she is in the market for 35,000 word novelettes and short-stories, preferably involving sailing ships; also fact articles about the sea, the Navy, Coast Guard, Sea Scouts and CCC Marine Unit; and photos. Good rates will be paid on acceptance.

South Sea Stories, 608 So. Dearborn St., Chicago, has been discontinued.

Radio News, 608 So. Dearborn St., Chicago, now lists its rate as 1/2 to 2 cents, on acceptance.

The Ghost Detective, 22 West 48th St., New York, is now the *Green Ghost Detective*.

G-Men, 22 West 48th St., New York, has been discontinued.

Unknown, 79 7th Ave., New York, is now a bi-monthly.

Pets, published by Ziff-Davis, 608 So. Dearborn St., Chicago, has been discontinued.

Leatherneck, Marine Barracks, 8th & I Sts., Washington, D. C., announces a rate of 1/4 cent a word, instead of 1 cent, as previously listed.

The Queen's Work, 3742 West Pine Blvd., St. Louis, reports an overstocked condition.

Feature Comics, formerly at 369 Lexington Ave., New York, is now located at 322 Main St., Stamford, Conn. Edward C. Cronin is editor.

Olive Leaf, Rock Island, Ill., reports all manuscripts should be submitted to Mrs. Clara Karlson, 1004 Lillian St., Hobart, Ind.

The Young People, Rock Island, Ill., asks that all manuscripts be submitted to Rev. Emeray Johnson, 317 W. Broadway, Little Falls, Minn.

Insider's Digest, 415 Lexington Ave., New York, recently forecasts as a new publication, has not yet been issued. No date for its appearance is set.

Your Faith, 132 East 42nd St., New York, has been discontinued.

Southern Sportsman, Austin, Texas, is a market for short short-stories on hunting and fishing, with the O. Henry twist ending, but "no romance, please"! \$5 each will be paid on publication.

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A set consisting of three decks, 96 cards, **50c** Post Paid

RODALE PRESS

Dept. P-1, Emmaus, Pa.

Boys' World, D. C. Cook Publishing Co., Elgin, Ill., is now using short shorts of 1,000 words, as well as stories from 2200-2500 words in length.

Romantic Range, 79 7th Ave., New York, is being edited by Daisy Bacon. Length of novelette required has been reduced from 8500-10,000 to 5000-7000 words.

Street & Smith Mystery Magazine, 79 7th Ave., New York, desires novelettes dealing with crime, with a strong mystery background and menace. John L. Nanovic edits.

What to Do, D. C. Cook Publishing Co., Elgin, Ill., requests that no manuscripts be submitted for the next two months, as the publication is undergoing change of policy.

Exciting Love, 22 West 48th St., New York, is the latest addition to Standard magazines, of which Leo Margulies is editor-in-chief. The type of story required will be, according to Mr. Margulies, of the hard, driving kind, rather than sweet and cloying. "Each issue will contain a 30,000 word lead novel, and short stories of from 1000 to 6000 words. Payment will be on acceptance at 1/2 cent a word."

True Health Stories, Emmaus, Pa., has been combined with *You Can't Eat That*. The combined magazine, edited by J. I. Rodale, will bear the latter name. Articles on self-cures and diets are purchased at 1/2 cent a word, on publication.

Peek, 122 E. 42nd St., New York, a picture publication using humorous photos, is now being published monthly, instead of bi-monthly. Wm. H. Kofoed, editor, offers \$5 each, on publication, for photos.

The Woman, Farrell Publishing Corp., 420 Lexington Ave., New York, pays on acceptance, at varying rates, for non-fiction of interest to women, according to Lorna Farrell, editor.

Western Kennel World, 20 Sycamore St., San Francisco, uses brief kennel and doggy news of interest to all, but makes no payment.

The Secretary, The Magazine for Office Business Women, 1622 North Highland Ave., Los Angeles, is a new publication in the market for original stories up to 1,000 words, poems, and 500-word articles of current interest to office business women. Carol Tuller is editor.

Dial-Lite, Radio Publications Corporation, 333 North Michigan Ave., Chicago, a new magazine bearing the subtitle, *The Newsmagazine of Radio*, is not at present in the market for material, according to R. E. Lindgren, president of the publishing company.

The Cook's Digest, Frank A. Munsey Co., 280 Broadway, New York, will not buy material from free-lances at present, informs Alice Coulter, editor.

Movie Humor, 381 4th Ave., New York, has been discontinued.

Horoscope, 149 Madison Ave., New York, is now in the market for astrological articles of 2500-3000 words. 2 cents a word is paid on acceptance.

Open Road for Boys, 729 Boylston St., Boston, is looking for Army and Navy stories, although material must be exceptionally good, as files are well filled. This publication is not published in January and August. Payment is made either on publication or acceptance at 1/2 cent a word, up. Clayton H. Ernst is editor.

Better English, 570 7th Ave., New York, informs that no material is required.

The Tourists' Calendar, 714 W. Wisconsin Ave., Milwaukee, has suspended publication.

Vocational Trends, 600 S. Michigan Ave., Chicago, adds to its list of needs, occupational cartoons. Lyle M. Spencer is editor.

Double Detective, 280 Broadway, New York, is now a bi-monthly.

The Diner, 234 Park Ave., Plainsfield, N. J., a monthly edited by Arthur T. Neumann, uses articles, from 600 to 5000 words in length, on food servicing in the dining car branch of the industry. Some news items and short fact items in the dining car field are used also. Rates vary from 1/2 cent to 2 cents a word, depending on the individual article. Payment is made on publication. For cartoons, \$2.50 to \$5 is paid; for fillers and news items, \$1 each; and for photos, \$1.50 to \$2.

The Welding Engineer, 608 So. Dearborn St., Chicago, announces that T. B. Jefferson, formerly mechanical and welding engineer, Marine Design Division Office of Chief of Engineers, U. S. Army, Washington, D. C., has been appointed editor.

American Camera Trade, 22 East 12th St., Cincinnati, Ohio, has ceased publication.

Illinois Editor, 306 West Main St., Mascoutah, Ill., reports plenty of material on hand for months to come.

Service Man News, Gates Rubber Co., Denver, Colo., recently announced, has been suspended.

Good Packaging, 260 California St., San Francisco, has been announced by Dean & Patterson, Ltd. The new monthly is devoted to the packaging industries of the 11 Western states.

Operator, 205 W. Wacker Dr., Chicago, made its appearance September 1. It is being distributed to 5,000 producers of concrete products, sand and gravel and ready-mixed concrete.

Business Digest, Traffic Service Corporation, Chicago, ceased publication with the August issue.

The Commuter, Box 325, Station A, Palo Alto, California, uses good short stories of unusual people, places, etc.; quizzes of all sorts on any subject, trick problems, household hints, shop kinks, how-to-build hints, etc., paying a minimum of 1 cent a word, on acceptance. No verse is used, but jokes, epigrams, and fillers of various types, are bought. Short stories and articles should not run over 2,000 words. Photos bring \$2 each. Theron G. Cady is editor.

Plumbing & Heating Business, 2736 Grand Central Terminal, New York, pays 1 1/2 cents a word on publication for feature articles of the trade, \$2.00 for photos, and is a good market for cartoon gags. Herbert Walther is editor.

The Stove Builder, Shoreham Hotel, Washington, D.C., Samuel Dunkel, editor, offers 1 cent to 1 1/2 cents a word on publication for technical articles ranging in length from 500 to 2500 words. These articles must relate to stove manufacturing or to some particular material, equipment or accessory used in connection with stove manufacturing. States Mr. Dunkel, "We are always glad to have articles illustrated with suitable photographs, charts, etc."

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WE LIKE THEM BOTH!

Jack Woodford's article, "Plot Plop," in the September A. & J., and Thomas H. Uzzell's reply, "Plotting Isn't that Easy," in the November issue, have provoked many letters to the publishers. The flood of comment is unusual in that almost all correspondents are violently partisan—whether they uphold Woodford or agree with Uzzell.

We find nothing extraordinary in the fact that these two men sharply disagree with one another. Such conflict of opinion can be found in any professional field. For their accomplishments as authors, both these men long ago were recognized by "Who's Who in America." As critic and instructor, Tom Uzzell has a distinguished record. He has helped many hundreds to become selling writers.

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We consider it a privilege, any time, to present articles by either of these men.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, OF THE AUTHOR & JOURNALIST, PUBLISHED MONTHLY AT DENVER, COLORADO, FOR SEPTEMBER 27, 1940

Before me, a notary public in and for the State and County aforesaid, personally appeared John T. Bartlett, who, having been duly sworn according to law, deposes and says that he is the business manager of The Author & Journalist, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to-wit: 1. That the names and addresses of the publishers, editors, managing editor, and business manager are: Publishers, John T. and Margaret A. Bartlett, 637 Pine St., Boulder, Colo.; Editors, John T. and Margaret A. Bartlett, 637 Pine St., Boulder, Colo.; Managing Editor, None; Business Manager, John T. Bartlett, 637 Pine St., Boulder, Colo. 2. That the owner is: The Author & Journalist Publishing Co., Denver, Colo.; John T. Bartlett, 637 Pine St., Boulder, Colo.; Margaret A. Bartlett, 637 Pine St., Boulder, Colo.; John T. Bartlett, Jr., 1620 York St., Denver, Colo.; Richard A. Bartlett, 637 Pine St., Boulder, Colo.; Forrest A. Bartlett, 1269 Montecito Drive, Los Angeles, Calif.; Margaret E. Bartlett, 135 Severance Hall, Wellesley, Mass. 3. That the known bondholders, mortgages, and the security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None. 4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and condition under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

JOHN T. BARTLETT, Business Manager.
Sworn to and subscribed before me this 27th day of September, 1940.
LILA G. WATSON, Notary Public.
(My commission expires July 5, 1942.)

THE A. & J. MARKET PLACE

(Personals)

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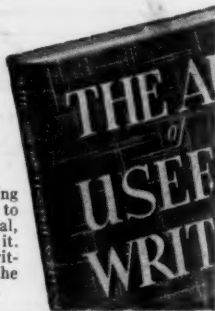
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